1955

FEBRUARY

Buyers Index Issue
In Two Parts—Part One

OFFICE APPLIANCES

THE BUSINESS JOURNAL OF THE OFFICE EQUIPMENT INDUSTRY

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manufacturers of any office article wanted, puts man and job together, aids foreign dealers in securing U. S. A. lines, and in many other ways performs useful service, all without charge. Subscribers in every land have made, and are making, good use of this bureau. Manufacturers in this field have evidence of its proved value.

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Corry-Jamestown Mfg. Corp.
Durable Metal Products Co.
General Fireproofing Co.
Globe-Wernicke Co.
Guardsman-Valentine, Inc.
Hillside Metal Products, Inc.
H-O-N Co.
Neiman Steel Equipment Co.
Parker Steel Products Co.
Peerless Steel Equipment Co.
Pronto File Corp.
Remington Rand Inc.
Shaw-Walker Co.
Victor Safe & Equipment Co.
Weis Mfg. Co.
Western Mfg. Co.

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Filing Cabinets, Wood
Globe-Wernicke Co.
Weis Mfg. Co.
Wells Chair Corp.

Filing Supplies
Acco Products, Inc.
Advanco Products, Inc.
Aigner, G. J., Co.
Art Metal Construction Co.
Barkley, C. L., & Co.
Corry-Jamestown Mfg. Corp.
Guide System & Supply Co.
Justrite Envelope Mfg. Co.
Northern States Envelope Co.
Oxford Filing Supply Co.
Parker Steel Products Co.
Pronto File Corp.
Quality Park Envelope Co.
Redi-Record Products Co.
Rockwell-Barnes Co.
Shaw-Walker Co.
Victor Safe & Equipment Co.
Weis Mfg. Co.

Fountain Pens (Inc. Ball Pt.)
Changepoint, Inc.
Esterbrook Pen Co.

Gummed Cloth Rings
Dennison Mfg. Co.

Gummed Tape & Sealing Machines
Dennison Mfg. Co.

Hardware, Office Desk
Nat'l Lock Co.

In and Out Boards
Lit-Ning Products Co.

Index Card Signals
(See Signals, Index Card)

Index Tabs
Aigner, G. J., Co.
Amberg File & Index Co.
Barkley, C. L., & Co.
Elbe File & Binder Co., Inc.
Globe-Wernicke Co.
Guide System & Supply Co.
Markilo
Sheppard, C. E., Co.
Victor Safe & Equipment Co.

Inks, Adhesives, Etc.
Dennison Mfg. Co.
Hall's Safe Co.
Ink Specialties Co., Inc.
Rivet-O Mfg. Co.

Inkstands
Cushman & Denison Mfg. Co.

Labels
Dennison Mfg. Co.
Oxford Filing Supply Co.
Smead Mfg. Co.
Weis Mfg. Co.

Ladders, Library, Store & Vault
Cotterman, I. D.

Leads, Pencil, & Lead Holders
Alvin Co.

Leather Goods
Can-Pro Products Corp.
Reuben Co.
Stein Bros. Mfg. Co.

Library Equipment
All-Steel Equipment, Inc.
Corry-Jamestown Mfg. Corp.

Lithographed Continuous Forms
Hano, Philip, Co.

Lockers & Storage Cabinets
All-Steel Equipment, Inc.
Art Metal Construction Co.
Bernard Franklin Co., Inc.
Cline, K. F., Co., Inc.
Globe-Wernicke Co.
Invincible Metal Furn. Co.
Lyon Metal Products, Inc.
Neiman Steel Equipment Co.
Parker Steel Products, Inc.
Pronto File Corp.

Locks, Cabinet, Desk & Safe
Nat'l Lock Co.

Loose Leaf Books & Devices
Aigner, G. J., Co.
Amberg File & Index Co.
Elbe File & Binder Co., Inc.
Nat'l Blank Book Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Wilson Jones Co.

Loose Leaf Metals
Elbe File & Binder Co., Inc.
Nat'l Blank Book Co.
Sheppard, C. E., Co.
Wilson Jones Co.

Loose Leaf Sheet Covers, Plastic
Aigner, G. J., Co.

Loose Leaf Tray Binders
Nat'l Blank Book Co.
Sheppard, C. E., Co.
Wilson Jones Co.

Mail Bags, Canvas or Leather
Can-Pro Products Corp.

Mail Distributors
Advanco Products, Inc.
Art Steel Co., Inc.
Globe-Wernicke Co.
Victor Safe & Equipment Co.

Manifold Books & Business Forms
Hano, Philip, Co.

Marking Pens
Cushman & Denison Mfg. Co.
Force-Western, Inc.
Jet Mfg. Co., Inc.
Taubman, Samuel, & Co.

Matched Office Suites
Leopold Co.
Standard Furn. Co.

Memorandum Books
Nat'l Blank Book Co.
Rockwell-Barnes Co.
Wilson Jones Co.

Memorandum Devices
Currier Mfg. Co.
Gran-Adell Mfg. Co.
Lit-Ning Products Co.
Prevue-Radsell Co.

Metal Badges, Checks, Tokens
Dayton Stencil Works

Moisteners
Bernay Products Co.
Mayfair Co.
Rivet-O Mfg. Co.

Name Plate Labels
Metalcraft, Inc.

Numbering Machines
American Numbering Mach. Co.
Force-Western, Inc.
Stewart, R. A., & Co.

Office Furniture Ball Bearings
Killian Mfg. Corp.

Office Furniture Sectional Units
Art Metal Construction Co.
Art Steel Co., Inc.
Columbia Steel Equipment Co.
Globe-Wernicke Co.
Peerless Steel Equipment Co.

Office Partitions & Railings
Globe-Wernicke Co.

Office Printing Outfits
Force-Western, Inc.

Pads, Figuring
Nat'l Blank Book Co.
Rockwell-Barnes Co.
Wilson Jones Co.

Paper
Rockwell-Barnes Co.
Saxon Paper Corp.

Paper Clamps
Acco Products, Inc.
Apsco Products, Inc.
Cushman & Denison Mfg. Co.
Esterbrook Pen Co.
Hunt, C. Howard, Pen Co.

Paper Clips
Acco Products, Inc.
Cushman & Denison Mfg. Co.
Noesting Pin Ticket Co.
Vail Mfg. Co.

Paper Fastening Machines
Ace Fastener Corp.
Apsco Products, Inc.
Arrow Fastener Co., Inc.
Markwell Mfg. Co.
Victor Safe & Equipment Co.

Parcel Post & Postal Scales
Hanson Scale Co.

Paste
(See Inks, Adhesives, Etc.)

Pen & Ink Sets
(See Desk Pen & Ink Sets)

Pencil Sharpeners
Apsco Products, Inc.
Elward Mfg. Co.
Hunt, C. Howard, Pen Co.

Pencil Sharpeners, Electric
Stile-Craft Mfg. Co.

Pencils, Mechanical
Alvin Co.
Esterbrook Pen Co.

Pencils, Wood-cased
Reliance Pencil Corp.

Pen Refills
Fisher Pen Co.

Pens, Steel
Esterbrook Pen Co.
Fisher Pen Co.
Hunt, C. Howard, Pen Co.

Pins & Pin Containers
Noesting Pin Ticket Co.
Vail Mfg. Co.

Platens, Typewriter, Etc.
Ames Supply Co.
Shipman-Ward Mfg. Co.

Posting Trays & Stands
(See Loose Leaf Binders)

Presentation Covers
Amberg File & Index Co.
Smead Mfg. Co.

Price & Sign Markers
Force-Western, Inc.

Publications
Random House, Inc.

Punches
Acco Products, Inc.
Globe Wernicke Co.
Nat'l Blank Book Co.
New England Paper Punch Co.
Smead Mfg. Co.
Wilson Jones Co.

Ribbons & Carbons
Allied Carb. & Rib. Mfg. Corp.
American Carb. Paper Mfg. Co.
American Stencil Mfg. Co.
Ames Supply Co.
Codo Mfg. Corp.
Columbia Rib. & Carb. Mfg. Co., Inc.
Consolidated Rib. & Carb. Co.
Curtis-Young Corp.
Leedall Products, Inc.
Manifold Supplies Co.
Old Dutch Line
Old Town Corp.
Peerless-Imperial Co., Inc.
Phillips Process Co.
Regal Typewriter Co.
Remington Rand Inc.
Royal Typewriter Co.
Shipman-Ward Mfg. Co.
Smith-Corona, Inc.
Storms, R. M., Co.
Underwood Corp.
U. S. Carbon & Ribbon Mfg. Corp.
Webster, F. S., & Co.
Write, Inc.

Roll Paper, Adding Machine
Rockwell-Barnes Co.

Rubber Bands
Bankers & Merchants, Inc.
Roberts, Weldon, Rubber Co.

Rubber Stamps
Bankers & Merchants, Inc.

Rubber Type
Force-Western, Inc.
Stewart, R. A., & Co.

Rulers, Transparent
C-Thru Ruler Co.

Safes
Art Metal Construction Co.
Cole Steel Equipment Co.
General Fireproofing Co.
Guardsman-Valentine, Inc.
Herring-Hall-Marvin Safe Co.
Invincible Metal Furn. Co.
Meilink Steel Safe Co.
Mosler Safe Co.
Remington Rand Inc.
Shaw-Walker Co.
Victor Safe & Equipment Co.

Safes, Office
Hall's Safe Co.

Sand Urns
Valco Co.

Scales, Postal
Hanson Scale Co.

Scrapbooks
Elbe File & Binder Co., Inc.
Globe-Wernicke Co.

Shelving
All-Steel Equipment, Inc.
Bankers Box Co.
Bernard Franklin Co., Inc.
Borroughs Mfg. Co.
Cline, K. F., Co., Inc.
Corry-Jamestown Mfg. Corp.
General Fireproofing Co.
Lyon Metal Products, Inc.
Neiman Steel Equipment Co.

Shows and Exhibitions
National Office Furn. Assn.

Signs, Changeable Letter
Rowles, E. W. A., Co.

Signs & Nameplates
Braden Mfg. Co.
Meyercord Co.

Slide Rules
Mayline Co.

Smoking Stands, Office
LaSalle Products Co.
Royal Metal Mfg. Co.
Valco Co.
Wells Chair Corp.

Sorting Devices
Amberg File & Index Co.
Art Steel Co., Inc.
Currier Mfg. Co.

Spindle Files
Wells Chair Corp.

Stamp Pads
Force-Western, Inc.
Phillips Process Co.
Rivet-O Mfg. Co.
Stewart, R. A., & Co.

Stamps, Duplicating
Multistamp Co.

Stands for Office Machines
All-Steel Equipment, Inc.
Ames Supply Co.
Art Steel Co., Inc.
Cole Steel Equipment Co.
General Fireproofing Co.
Harter Corp.
H-O-N Co.
Kol, Inc.
Maso Steel Products, Inc.
Meilink Steel Safe Co.
Midwest Metal Mfg. Co.
Shipman-Ward Mfg. Co.
Wells Chair Corp.

Staple Extractors
Ace Fastener Corp.

Staples & Stapling Machines
Ace Fastener Corp.
Apsco Products, Inc.
Arrow Fastener Co., Inc.
Markwell Mfg. Co.
Vail Mfg. Co.
Wilson Jones Co.

Stationery Racks
Goodfrend Mfg. Corp.
Goodfrend Metal Products Co.
Halverson Specialty Sales
Mayfair Co.

Stencils, Brass
Dayton Stencil Works

Stenographers' Notebooks
Nat'l Blank Book Co.
Rockwell-Barnes Co.

Stools
Bernard Franklin Co., Inc.
Harter Corp.
Maso Steel Products, Inc.
Mayfair Co.
Mayline Co.
Royal Metal Mfg. Co.
Wells Chair Mfg. Corp.

Storage & Transfer Cases
All-Steel Equipment, Inc.
Amberg File & Index Co.
Art Metal Construction Co.
Art Steel Co., Inc.
Bankers Box Co.
Barkley, C. L., & Co.
Cole Steel Equipment Co.
Columbia Steel Equipment Co.
Corry-Jamestown Mfg. Corp.
General Fireproofing Co.
Globe-Wernicke Co.
Guide System & Supply Co.
Hall's Safe Co.
Herring-Hall-Marvin Safe Co.
H-O-N Co.
Invincible Metal Furn. Co.
Mayfair Co.
Oxford Filing Supply Co.
Parker Steel Equipment Co.
Pronto File Corp.
Shaw-Walker Co.
Weis Mfg. Co.

Storage Cabinets
Bay Products

Store Fixtures & Equipment
All-Steel Equipment, Inc.

Strong Boxes, Fire Protected
Art Steel Co., Inc.
Herring-Hall-Marvin Safe Co.
Meilink Steel Safe Co.
Victor Safe & Equipment Co.

Tables
All-Steel Equipment, Inc.
Art Metal Construction Co.
Art Steel Co., Inc.
Brewer-Titchener Corp.
Cole Steel Equipment Co.
Columbia Steel Equipment Co.
Corry-Jamestown Mfg. Corp.
Globe-Wernicke Co.
Haskell, Inc.
Lyon Metal Products, Inc.
Maso Steel Products, Inc.
Mayfair Co.
Peerless Steel Equipment Co.
Royal Metal Mfg. Co.
Semco Sales
Shaw-Walker Co.
Standard Furn. Co.
Victor Safe & Equipment Co.
Wells Chair Corp.

Tables, Folding
Adirondack Chair Co.
Luxem, Jas. P., Co.
Midwest Folding Products

Tablets & Pads
Rockwell-Barnes Co.

Tabulating & Statistic Machines
Burroughs Corp.
Remington Rand Inc.

Tags
Dennison Mfg. Co.

Tape, Mending
Dennison Mfg. Co.

Tape, Pressure Sensitive
Permacel Tape Corp.

Telephone Accessories
Art Steel Co.
Glidex Corp.
Victor Safe & Equipment Co.

Thumb Tacks
Noesting Pin Ticket Co.
Vail Mfg. Co.

Ticket Holders
Markilo
Smead Mfg. Co.

Trimming Boards
American Photo Labs.

Typewriter Cleaning Material
Cardinell Corp.
Clarotype Co., Inc.
Multistamp Co.
Norta Distributing Co.
Regal Typewriter Co.
Rivet-O Mfg. Co.
Webster, F. S., Co.

Typewriter Cushion Bases & Knobs
Ames Supply Co.
Peerless-Imperial Co., Inc.
Rowles, E. W. A., Co.
Shipman Ward Mfg. Co.

Typewriter Cushion Keys
Peerless-Imperial Co., Inc.
Speed Key Co.

Typewriter Parts & Tools
Ames Supply Co.
Pearl Engraving Co.
Shipman-Ward Mfg. Co.

Typewriters, Manufacturers of
Allen, R. C., Business Machines, Inc.
Remington Rand Inc.
Royal Typewriter Co., Inc.
Smith-Corona, Inc.
Tippa Products Corp.
Underwood Corp.

Typewriters, Rebuilt & Used
Regal Typewriter Co.
Reliable Typewriter & A. M. Co.

Upholstered Furniture
Bright Chair Co.
Grand Rapids Leather Furn. Co.
Gunlocke, W. H., Chair Co.
Johnson Chair Co.
Maso Steel Products, Inc.
Modernize, Inc.
Royal Metal Mfg. Co.
Stationers Mfg. Co.

Upholstery Materials
Bolta Products
Dupont Fabrilite
United States Rubber Co.
Upholstery Leather Group, Inc.

Vault Steps
Cotterman, I. D.

Visible Systems Equipment
Art Metal Construction Co.
Art Steel Co., Inc.
Globe-Wernicke Co.
Nat'l Blank Book Co.
Remington Rand Inc.
Shaw-Walker Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Victor Safe & Equipment Co.
Wilson Jones Co.

Wardrobe Racks
Tubecrafters Sales Div.

Waste Baskets
Art Steel Co., Inc.
Cole Steel Equipment Co.
General Fireproofing Co.
Globe-Wernicke Co.
Goodfrend Mfg. Corp.
Goodfrend Metal Products Co.
Haskell, Inc.
Mayfair Co.
Shaw-Walker Co.
Steel Parts Mfg. Corp
Wells Chair Corp.

Wholesale Stationers
Associated Stationers Supply Co.

Wants & For Sale

The rate for classified advertisements is eighteen cents a word, minimum charge $3.60, payable with order. Add six words if box address is used.

EXECUTIVES AVAILABLE

EXPERIENCED OFFICE SUPPLY AND STATIONERY STORE manager available. Capable, with proven sales ability. Age 35—married and settled. 4 years with commercial stationery, office supplies, furniture and equipment store as buyer and inside salesman. 16 months as manager of stationery store featuring office supplies, furniture, greeting cards, books, school supplies and photo department. Now located in Southeast—will relocate. Box B-163, care Office Appliances, Chicago 6.

EXECUTIVE WITH TWENTY YEARS' Experience in the Office Supply and Furniture field, wishes to make a change. Thoroughly qualified in all phases of main store and branch operation and management. Prefer Pacific Northwest area. Best of business and character references. Box B-164, care Office Appliances, Chicago 6.

SALES ADMINISTRATOR 20 years' experience in many phases of sales administration, including national sales direction of office furniture with top-flight companies, developing and establishing new products with dealers, sales development, promotional and advertising programs. Box B-165, care Office Appliances, Chicago 6.

SALES EXECUTIVE with over thirty years' experience in top metal office furniture line available for position as dealer sales manager or traveling representative. Will go anywhere, but prefer Midwest. Box B-166, care Office Appliances, Chicago 6.

TOP SALES EXECUTIVE AVAILABLE: 32 years with the same manufacturer, 20 of this spent in selling stationers in New England. Box B-167, care Office Appliances, 100 East 42nd St., New York 17, N. Y.

ADVERTISING and SALES PROMOTION MANAGER. 18 years with one of Chicago's largest stationers. Wide experience in catalog production, mail order promotion, newspaper advertising and all other phases of commercial stationery operation. Will relocate. Box B-172, care Office Appliances, Chicago 6.

SALES-SERVICE MEN AVAILABLE

SERVICE OR COMBINATION SALES—Experience 9 years, Royal std. RP & RE and other makes, some C.R.'s, National adding machines and other makes; A. B. Dick mimeographs and various stencil machines, factory trained on Royals; can work as salesman or service, experienced thoroughly in office equipment field. Present set-up $81.00 per 40 hours. Box B-173, care Office Appliances, Chicago 6.

OFFICE MACHINE MECHANICS AVAILABLE

TYPEWRITER AND ADDING MACHINE MECHANIC, 17 years experience, age 36, married. Box B-168, care Office Appliances, Chicago 6.

SERVICE FOREMAN AVAILABLE soon. Adding Machines, Typewriters, Duplicators, Ditto, Dictaphone training. Royal Electric School. Box B-169, care Office Appliances, Chicago 6.

EXECUTIVES WANTED

WANTED—SALES MANAGER. We are an eastern Iowa manufacturer of office equipment . . . with a place now open for a good sales manager. Our products are distributed throughout United States and sales are expanding rapidly. We desire a young man with management training and experience. The salary is open to mutual agreement. Here is an excellent opportunity for the right man. Please reply by letter giving full information on your education, experience and ability. Box O-125, care Office Appliances, Chicago 6.

PROGRESSIVE, WELL ESTABLISHED mid-western manufacturer of carbon paper and typewriter ribbons is interested in obtaining the services of a competent progressive sales manager capable of assuming executive responsibilities. To such a person we offer a career opportunity. Top compensation commensurate with background and experience. Write fully. Box O-126, care Office Appliances, Chicago 6.

SALESMEN WANTED

SALESMEN WANTED to sell sideline, desk items and novelty electric clocks to jobbers. Open territory. World Mfg. Co., 132 West 21st Street, New York 11, N. Y.

NEW MEXICO'S MOST PROMINENT office equipment and supply store seeks experienced outside salesman. Must have knowledge of A. B. Dick equipment and supplies; also office furniture and supplies. Apply to Santa Fe Book & Stationery Company, Santa Fe, New Mexico.

PARTNERS WANTED: Experienced outside salesman wanted for established office furniture and supply business in St. Louis, Mo. Option to purchase interest. Real opportunity. Box O-127, care Office Appliances, Chicago 6.

OPPORTUNITY FOR HARD WORKING RETAIL OFFICE SUPPLY SALESMAN to represent manufacturer selling office supply dealers in Midwest established territory. Salary plus. Write giving all details about yourself including past experience, earnings and recent snap shot. Box O-128, care Office Appliances, Chicago 6.

OFFICE MACHINE MECHANICS WANTED

WANTED: Shop Foreman, must be experienced on Underwood Electric Typewriter, and Sundstrand Adding Machine. Permanent job, must be sober with good references. 18 years as Underwood Agt. Located in North Carolina. Box O-129, care Office Appliances, Chicago 6.

EXPERIENCED ADDING MACHINE MECHANIC: Good wages and bonus, vacation, excellent working conditions, mild climate. Box O-130, care Office Appliances, Chicago 6.

WANTED: Cash Register and Adding Machine MECHANIC. Must be well trained and able to handle entire shop including three assistants. Ideal working conditions in West Texas. Very good pay. Box O-148, care Office Appliances, Chicago 6.

SALES REPRESENTATIVES AVAILABLE

WHOLESALER OF USED OFFICE MACHINES covering southern Oregon, California, Nevada, and Arizona, desires additional supply and equipment items as representative or jobber. Sales truck used. Western Typewriter Service, 395 Valencia Street, San Francisco 3, Calif.

SUCCESSFUL RETAILER FOR EIGHT YEARS seeks to establish himself as a manufacturer's representative. Experienced in general stationery and office furniture. Prefer to work Texas, Louisiana, Mississippi, Arkansas, Tennessee and Alabama. Will work all or part of this territory. Best of references and a successful record. Address replies to: Boxholder, P. O. Box 2165, Baton Rouge, Louisiana.

FACTORY REPRESENTATIVE AVAILABLE February for state of Florida, based St. Petersburg. Experienced in all lines. Box B-170, care Office Appliances, Chicago 6.

SALES REPRESENTATIVES AVAILABLE ABROAD

DUTCH FIRM. ASK FOR STATIONERY OFFERS FOR RE EXPORT TO ALL COUNTRIES. With some American Firms already big success. Box B-171, care Office Appliances, Chicago 6.

SALES REPRESENTATIVES WANTED

MANUFACTURERS' REPRESENTATIVE WANTED to call on office supply and stationery stores to represent nationally sold patented zipper ring binders and portfolios. Exclusive territories available for qualified men. Commission. Give details. Reuben Company, 555 W. Jackson, Chicago 6.

COMMISSION MEN WANTED for exclusive territories now available to qualified men. To sell Plastic Chair Mats, Black Boards, Linoleum, Bulletin Boards, Desk Pads, Chair Cushions and Clip Boards. GEO. E. FOX, & Company, 1051 N. Throop Street, Chicago 22, Illinois.

REPUTABLE MANUFACTURER of LEATHER Desk Pads, Desk Sets and accessories catering to Office Furniture Dealers, Stationers, and Department Stores. Will consider men calling on this trade with one or two other lines, on a commission basis. Interested only in high calibre men, willing to work. Territories open in South and Midwest. Box O-131, care Office Appliances, 100 East 42nd St., New York 17.

METAL CHAIR LINE FOR NEW ENGLAND states open to factory representative preferably with a metal desk line. Also for Pa., outstate New York and Ohio. Please give full details in first letter. Box O-132, care Office Appliances, Chicago 6.

FOR MO., KANS., COLO., NEB., a good metal chair line invites inquiry from an established representative. Write fully. Box O-133, care Office Appliances, Chicago 6.

SALES REPRESENTATIVE WANTED to cover 6 New England states for manufacturer high quality wood office chairs. Product nationally advertised and promoted. Excellent opportunity for above-average earnings. Include full particulars and experience in first letter. Box O-134, care Office Appliances, Chicago 6.

SALES REPRESENTATIVES WANTED, Continued

DIRECT REPRESENTATIVES WITH SYSTEMS background wanted by nationally advertised steel transfer file manufacturer. To the representatives selected, we will make available an additional, exclusive item without competition. Several territories still open. Full information in first letter, please. Confidence fully respected. Box O-135, care Office Appliances, 100 East 42nd St., New York 17, N. Y.

SALES REPRESENTATIVES WANTED for Eastern and Mid-western territories by California manufacturer of contemporary office furniture. Lines include desks, chairs, cases and tables. Desire established representatives now calling on better office furniture dealers. Box O-136, care Office Appliances, Chicago 6.

TERRITORIES OPEN for fast moving line of well known metal accessories and small filing equipment. Box O-137, care Office Appliances, Chicago 6.

MANUFACTURERS' AGENTS WANTED—Increase your income. Sell business envelopes to your customers at manufacturer's prices. Old established midwest envelope manufacturer. Men selling repeat items to industrial firms away from larger cities preferred. Tell us in reply what you sell, territory covered, etc. Box O-138, care Office Appliances, Chicago 6.

RETAIL BUSINESS FOR SALE

OFFICE SUPPLY, STATIONERY department for lease. Long established, successful, Business Machines Store in Southern city of 150,000 now open to proposition for experienced office supply, stationery man with sufficient capital for inventory, to establish and lease office supply, stationery department. The department to be operated in similar manner of leased departments in large department stores. Interested parties write giving amount of capital you have available and list experience and all pertinent details regarding yourself and type of lease you would care to operate under. Box O-139, care Office Appliances, Chicago 6.

OFFICE SUPPLY AND EQUIPMENT BUSINESS: Michigan town over 10,000 pop. Nice large store. Will make a good deal inventory plus fixtures. Present and potential business too much for me to handle. Let's talk. Box O-140, care Office Appliances, Chicago 6.

OFFICE FURNITURE & EQUIPMENT COMPANY 20 years in center of Los Angeles—$3,000,000 sales in last 5 years. Takes $150,000. Illness reason. Very Clean Stock. Box O-141, care Office Appliances, Chicago 6.

FOR SALE—BEAUTIFUL OFFICE SUPPLY store and Gift Shop. Very finest franchise lines. Choice location in growing Texas town of 8,000. Sell on account of health and age. Box O-142, care Office Appliances, Chicago 6.

TYPEWRITER & OFFICE SUPPLY STORE 30 miles from Dallas & Fort Worth, Texas. We have new machine Agency line, also a Dealers line on other machines. Have a large rental & repair trade with a choice location. Inventory around $6,000. Will sell for $3,950 cash. Grossed $20,000 in 1954. Box O-143, care Office Appliances, Chicago 6.

TOP TYPEWRITER & ADDING MACHINE franchise in richest territory in Northwest with mining, lumber, farming and tourist trade. College town—County seat. Recently constructed building with living quarters on main street—will lease or sell. Good volume including maintenance contracts supports 1 man out and 3 in. $6500 for 2 trucks, parts, tools and fixtures. Will adjust $15,000 inventory to fit your pocketbook. Illness prompts sale. Box O-144, care Office Appliances, Chicago 6.

LISTS

FREE MAILING LISTS of 6,262 commercial stationers and office appliance dealers. Also 5,781 typewriter and adding machine stores. Write for FREE catalogue of lists of retailers, wholesalers, maunfacturers, institutions, banks and others. We charge only for addressing. SPEED-ADDRESS 48-02 43rd Street, Woodside 77, New York.

JOB LOTS

WANT TO BUY job lots new office furniture. Desks, chairs, filing cabinets, etc. Will consider and pay cash for partial or entire inventories. Carload or equal lots preferred. Box O-145, care Office Appliances, Chicago 6.

CASH PAID FOR JOB LOTS or factory seconds in office furniture, desks, chairs, filing cabinets, etc. Truckload lots preferred. Box O-146, care Office Appliances, Chicago 6.

FOR SALE AND WANTED TO BUY, USED EQUIPMENT

KARDEX, ACME, POSTINDEX etc.

SPECIALISTS IN VISIBLE Filing Equipment for 30 years. Full cooperation offered to dealers on sales or purchases. All equipment thoroughly rebuilt and guaranteed. Commercial Card System Co., 135 Grand St., New York 13, N. Y.

KARDEX, ACME, all makes used visible filing equipment. Thousands of reconditioned cabinets, panels, books, always on hand. Special service and prices to dealers for purchase or sale. Get our quotations. Chas. S. Nathan, Inc., 548 Broadway, New York 12, N. Y.

VISIBLE EQUIPMENT SPECIALISTS for over 25 years. We buy and sell all types of Cabinets such as Kardex, Acme, Postindex, Yawman & Erbe, Cardineer, Wheeldex and Ledger Bookkeeping equipment, all sizes. Write or wire us for your needs. Stanley Goldman Co., 79-81 Leonard St., New York 13, N. Y.

LARGE AMOUNT used Visible Cabinets, KARDEX, ACME and RAND. Variety of sizes and styles. A-1 condition, very reasonable. Eversteel Equipment Company, 69 Spring Street, New York 12.

WANTED TO BUY: Late model Elliott-Fisher bookkeeping and billing machines. Must be over 300,000 serial number. J & T OFFICE MACHINE CO., 605 W. Washington St., Chicago 6.

VISIBLE EQUIPMENT bought, sold and exchanged. We have specialized for over 35 years in visible systems equipment and can supply excellent rebuilt units in all makes. We carry a large stock of Kardex, Acme, Y&E, Globe-Wernicke and other makes, including supplies for them. All equipment is shipped on a guaranteed basis. Write and tell us what visible equipment you need or have for sale. Special prices to dealers. Heineman Office Equipment Co., Dept. OA, 4 N. 8th St., St. Louis 1, Mo.

CASH PAID FOR HAND PRESSES, MULTIGRAPHS, Varitypers, Typewriters, Mimeograph. We also sell and trade machines. Free Catalog, Dixie Service, King, North Carolina.

WILL BUY AND SELL—all makes calculators, adding machines, bookkeeping machines and other office machinery. Give us full specifications and serial numbers—model number if possible. We'll quote highest prices. International Office Appliances, Inc., Dept. EE, 326 Broadway, New York 7.

ELLIOTT-FISHER machines, calculating machines, adding machines—all office equipment bought and sold. W. J. Crowley Company, 906-908 N. Water St., Milwaukee 2, Wis.

WANTED: BURROUGHS OR N.C.R. Bookkeeping and Billing Machines, Calculators, Comptometers, Adding Machines, etc., any style. Quote complete description and best price. AMERICAN BUSINESS MACHINES, Inc., 573 Broadway, New York 12, N. Y.

ELLIOTT-FISHER AND SUNDSTRAND machines. Comptometers, Burroughs, Friden, Marchant, Monroe Calculators. Electromatic Typewriters. Adding machines and all office machines bought, sold, rented, rebuilt. Teeter-Warsh Co., 849 N. 3rd St., Milwaukee 3, Wis.

ELLIOTT-FISHER, Burroughs, Moon Hopkins, Adding and Calculating Machines, Comptometers, Electromatic Typewriters, and fanfold machines, bought and sold. Chicago Office Appliance Co., 1930 West 21st St., Chicago 8.

FOR SALE—TWO #1410-3 SEVEN DRAWER Y&E Visible Cabinets, will accommodate 10x5 or 8x5 cards, good as new. MARTIN OFFICE EQUIPMENT, Jackson, Mich.

CLOSING OUT TYPEWRITERS: Approximately 700, All Makes, Hand and Electric, some Billers, Choice Select Rough and Reconditioned. . . . LOWEST PRICES IN U.S.A. . . . Write TYPEWRITER MART OF U.S.A., Inc., 1032 Wayne St., Detroit 26, Mich.

FOR SALE: MODEL A-20 VARI-TYPER, carbon ribbon, variline attachment, 5 type fonts. Practically new 1953 model. Original cost $1090 complete. Will sell to highest bidder. Wallace Hy-Cross Hatcheries, Doylestown, Pa.

USED, RECONDITIONED A. B. DICK MIMEOGRAPHS. Hand operated. Models 91, 92, 430 ad one No. 91 electric. Hastings Typewriter Company, 518 West Third Street, Hastings, Nebraska.

WANTED: ADDRESSOGRAPH EQUIPMENT: all models Hand-operated Graphotypes, 4 Model 100 Addressographs, 3 Model 2600 Speedaumats, 2 Model 6340 Graphotypes & 2 Model 1700 Addressographs. Hutchinson Addressing Machine Co., 1233 South Olive Street, Los Angeles 15, California.

NEW FONADEKS—TELEPHONE AMPLIFIERS at wholesale. Battery Model list $64.95, AC Model list $69.95. Our price offers big differential to distributor for quick action. FOB Easton. John N. Jacoby Co., Forks Manor, Easton, Pa.

FOR SALE: 200,000 B Frames, B Trays, 133 70, 30 drawer cabinets. E Record Frames, cabinets and trays. Model 3700 Bill Printer. Elliot Record Addressing Machines—model 300—32 cabinet with 80 trays. 5 Stencil Typewriters . . . WANTED: Varitypers—NCR 2000 class 64 UP Bookkeeping machine. American Office Equipment Co., 801 4th Ave., Seattle 4, Wash.

WANTED: HOOVEN TYPEWRITERS AND PERFORATOR, must be in usable condition. State full particulars. Box O-147, care Office Appliances, 100 E. 42nd St., New York 17.

OA's Press-Time Bulletin

Late and Important News for Our Readers

PRESIDENT OF CHANGEPOINT, INC., DIES: W. Kelly Kerr, president of Changepoint, Inc., died suddenly Tuesday, December 28 in a Tulsa, Okla., hospital. His death followed a heart attack suffered a few days previously. Changepoint, Inc., is being continued under the management of William K. Kerr, Jr., and under family ownership.

UNDERWOOD ANNOUNCES TWO PROMOTIONS: Announcement of two promotions was made recently by Underwood Corporation. David J. Crombie has been appointed a vice-president in charge of manufacturing and Graham C. Young named assistant secretary and assistant treasurer. Mr. Crombie joined the company in 1929. Mr. Young formerly was associated with the West Kentucky Coal Company.

DIXON CRUCIBLE ELEVATES H. E. EHLERS, JR.: E. M. Cabaniss, president of the Joseph Dixon Crucible Company, has announced the promotion of H. E. Ehlers, Jr., to the post of general sales manager. Mr. Ehlers, who joined the company in 1935, was made manager of the crucible and refractories division in 1948 and became industrial sales chief in 1952. He resides in Summit, N. J.

BURGLARS LOOT DEALER'S STORE: Premises of the Business Machines Company at 318 E. Fourth St., Tulsa, Okla., were broken into recently and a number of machines carted off. Among the loot taken was an Addo-X Model 42E with serial number G-84279. Report of the theft was transmitted by the Addo Machine Company.

AUTOPOINT NAMES DISTRICT SALES MANAGER: Edward R. McCardia has been named district sales manager for Wisconsin and the upper peninsula of Michigan by the Autopoint Company. The territory is being relinquished by Henry J. Huette who has served dealers in that district for the past 20 years. Mr. Huette will confine himself to his home area in Minnesota and thereby relieve himself of the extensive traveling which has become arduous.

SALESMAN HITS THE ROAD AGAIN: Recovered sufficiently from a leg injury that crippled him for three months, Floyd Zinkhon, salesman for the American Pencil Company, is again visiting his territory with his wife Jean as chauffeur. His clients residing in NSOEA District No. 5 will not see him stepping along with his usual agility until next May or June.

MOORE CORPORATION HOLDS ELECTION: W. Norman McLeod has been elected chairman of the board and Thomas S. Duncanson president of Moore Corporation, Ltd., and its subsidiaries. The parent company, a pioneer in the business forms industry, was founded in 1882 by the late Samuel J. Moore.

KUNKEL TO REPRESENT MITTAG & VOLGER: Appointment of Norman W. Kunkel of Lawrence, Kan., as district representative for Missouri and Arkansas was made recently by Mittag & Volger, Inc. Mr. Kunkel has an extensive background in the carbon paper and ribbon industry. He will work out of the Kansas City branch located at 1013 Grand Ave.

REPORT SALE OF YAWMAN AND ERBE: Recent Associated Press dispatches have told of the sale of Yawman and Erbe Manufacturing Company of Rochester, N. Y., to the Sterling Engine Company of Buffalo, N. Y. No official announcement has been made to the trade press but it is understood that the new president will be Douglas W. Gambrill, former secretary and treasurer. Robert Russell, president of Sterling, is to be chairman of the board.

State of the Industry

■ **Office Equipment Prospects.** Standard & Poor's current analysis of office equipment includes these observations for 1954 and 1955:

"Aided by new products, including electronic devices, and by improved foreign business, sales of companies covered in this analysis rose an estimated 4% in 1954. Prospects for the first half of 1955 point to further gains in sales rates under the spur of general business improvement, higher costs of office help, and rising employment. Electronic computers and other devices will begin to shape up more importantly for some companies. . . .

"Considering the moderate decline in general business and somewhat lower average employment and manufacturers' payrolls, as well as competitive pricing in some segments of the industry, office machine and equipment makers did very well in 1954. . . . The sales rise occurred despite limited price advances against rising costs and a drop in armament shipments in the case of most companies . . ."

The report by Standard & Poor's speaks in glowing terms concerning the future of electronic machines, saying "Increasingly through 1955, sales and rental revenues from electronic computers will move up for companies in the field: these include Burroughs, International Business Machines, National Cash Register, Remington Rand and Underwood."

Similar sentiments are expressed by DuVal's Consensus, Inc., which points out that "industry groups which should benefit next year (1955) from increasing automation of industry are office equipment, instrumentation, and electronics."

■ **Post Office Business.** The bulletin of Fountain Pen & Mechanical Pencil Manufacturers' Association, Inc., says that the post office department has awarded the contract for 15,000 Scripto ball point pens to the Charles G. Stott Company, Washington, D. C.

■ **In the Next 10 Years.** The economic experts interpret growing population figures this way. The next 10 years will bring a population increase of 30,000,000, adding the equivalent of New York, California and Massachusetts to the national market, productivity increase of 40% in agriculture and 35% in private industry, a rise in per capita income after taxes of 30%, and an increase in gross national product of 50% above the present level of $356 billions a year.

To all of which the Association News of the Luggage & Leather Goods Manufacturers of America, Inc., comments:

"The figures may be startling. Their conversion into fact and action can be equally startling."

■ **Target for Today.** A NOMDA bulletin quotes a survey showing that 71.9% of college women own typewriters while only 46.6% of the men are proud possessors. The men, then, make a good target for a selling campaign.

■ **Good Faith Needed.** More and more manufacturers are taking action to enforce the minimum resale prices established in their fair trade contracts, points out Dr. John W. Dargavel, chairman of the Board of Education on Fair Trade. He speaks out pointedly on the need for good faith, saying:

"No manufacturer is required to fair-trade his trademarked products since the laws are purely permissive. It will be a service to fair trade and to the economy if manufacturers who have no intention of honoring their fair trade contracts are smoked out. Only those who will act in good faith respecting fair trade should use fair trade."

This Month—

Page 12. "Put brief cases and other business leather goods out where the customer can pick them up and handle them without help from a salesperson and sales are bound to increase." From the lead article in this month's leather goods section, an experience report of Howard's Office & Art Supply, Phoenix, Ariz.

Page 14. "Grow—don't swell" . . . "Be loyal" . . . "Matter of fact, a really smart salesman won't say anything bad about anybody" . . . "The most powerful (and simplest) principle in selling is a direct appeal to a prospect's self-interest." These are some of the capsules of advice contained in Zenn Kaufman's stimulating "Over the Fence" column of the month.

Page 16. "For more than 15 years, Maverick-Clarke, 'The Business Man's Department Store' in San Antonio, Tex., has been selling dictating instruments of one type or another. Some of them, it might be mentioned, are still in use and being serviced by the store after years of satisfactory operation." Want to know how this Texas firm does it? Turn to page 16.

Page 17. "More and more, wise and good customers through their purchasing departments are letting the public know that price is not the only consideration when they purchase things for the office which are in turn used by high-priced labor in getting their daily work done." That's a sample of L. R. Addington's musings on salesmen and their problems in the Salt Lick column.

Page 18. "In setting up a store for quick-service, good fixtures and good merchandise display are not enough; the prospect must be brought face to face with this merchandise." That's the advice given by Henry Berry in another article of his series on store fixtures.

Page 23. "How many customers are there in your town, fellow dealer, who have not pushed open the door to go in because nothing enticed them into your place of business." George Halling of The J. K. Gill Company, Portland, Ore., holds that showmanship is essential in retailing.

OA Editorial

Manufacturers in NSOEA

The report (on page 92) of two sectional meetings of members of the manufacturers' division of the National Stationery & Office Equipment Association recalls the days "way back when" efforts were being made to establish a national association in this field. Evan Johnson, for 34 years editor and publisher of OFFICE APPLIANCES, was then the Chicago area representative of the American Stationer, later merged with OA. The 20th century was just starting. And the idea of a national association received lip service but no practical impetus to realization.

One day Mr. Johnson chanced to meet Sam Mayer of the Joseph Dixon Crucible Company on Dearborn street in Chicago's loop. Being well aware of Mr. Johnson's activities anent establishing a national association, Mr. Mayer queried, "How goes the organization idea?"

"Not well," was the answer. "It seems to be a cold iron on the anvil."

"Well, perhaps I can warm it up for you. You are working on dealers only. Why don't you include manufacturers? They know all the problems."

"That's it, Sam. I never thought of it. I can feel the heat coming."

From that moment progress was made and NSOEA began with all segments of the industry represented, a very unusual if not unique thing in association annals.

For over 50 years manufacturers have been contributing members of NSOEA. By their presence in conference rooms, at conventions, through Travelers clubs they have made it possible for the association to solve problems that are related to all members of the industry. Few indeed are the areas in which co-operative consideration does not bring understanding of problems as a whole and consequent solution for mutual benefit.

"We Have the Tools"

Rarely has a sensible approach to the discount house problem as it pertains to the office equipment industry been so clearly defined as was done by Bernard Nemlich, president of the National Office Furniture Association, in a recent informal talk to the Chicago NOFA Chapter.

"We have the tools to combat this type of selling," stated Mr. Nemlich. He defined them as:

1. Service.
2. Prompt delivery.
3. Reliability.

The NOFA president, himself a successful New York City dealer, asserted that a positive approach is needed, rather than a negative one. In other words as he expressed it, "Our dealers must sell themselves, sell service."

"It isn't a new problem," he asserted, "just a new name. The old-time salesman who sold on a 5% margin but who is now out of business was a 'discount house.' "

Service . . . prompt delivery . . . reliability. Here are the tools, the weapons for existence in competition with "discount houses." A dealer who enjoys a good name and who is equipped to follow up his sales with day-in-and-day-out servicing of the account is in a position to sell for more than price reasons. That's why he will be in business long after the "buy at the discount" firm down the street has closed its doors.

A Good Pattern to Follow

The District No. 4 regional, scheduled for March 24-26 in Augusta, Ga., is off and running as the first in the NSOEA series. Publicity has been started well in advance and the groundwork laid for another successful convention.

This is a pattern which other regionals can well follow. The trade press is eager to co-operate with publicity for these sessions but it is not a one-way street. To tell the news about these conventions means that plans must be laid months in advance and then disclosed well in advance of publication deadlines.

Regional governors can help the success of these events by appointing and working with publicity chairmen whose job is to inform the Travelers of their district, the newspapers and the publications serving the stationery and office equipment industries. It's a job not to be deferred until a few weeks before the convention opening day.

The secret of success for every man who has ever been successful lies in the fact that he has formed the habit of doing things that failures don't like to do.

—*A. J. King*

What is Public Relations?

The A. E. Staley Manufacturing Company of Decatur, Ill., suggests that public relations is a job for the employees as well as the man in the front office. The job is well broken down in this manner:

"It's the way the employee refers to the boss, away from the plant.

"It's the way callers are handled, even salesmen from whom we do not intend to buy.

"It's the way we deal with customers, old ones whose accounts are past due and new ones who need help.

"It's the way employees act in the community.

"It's the way company car drivers respond to road courtesies.

"It's the way everyone answers the phone.

"It's the combined opinion of every individual, little, average and big, in the community."

In other words, public relations is the reflection seen in the mirror held up in front of a firm or an office's entire personnel.

Self-Service Display Sells Leather Goods

Wide Open Display . . . It increases sales volume.

■ "PUT BRIEF CASES and other business leather goods out where the customer can pick them up and handle them without help from a salesperson and sales are bound to increase," according to Nick Howard, partner in Howard's Office & Art Supply, Phoenix, Ariz.

The Howard store, although only of moderate size, sells one of the top volumes of standard and special-purpose "business leathers" in the Phoenix area, and has done so for many years. The reason is simply that the store allows the customer to "get the feel" of a handsome, convenient case whenever he is in the store and vigorously "talks up" the product.

Three Tiers High

As pictured, the business leather goods display is an open gondola-type fixture, three tiers high, located to the left-rear of the store. The inventory on display is definitely over-sized with some 36 choices always racked along the shelves.

On the lower level are zipper cases, flap-type brief cases, envelopes, and special-purpose, multi-compartmented cases. On the second shelf, largely because of their "curiosity value" and the fact that many people will pick them up purely to feel the weight and to look inside, are more capacious items, including brief bags capacious enough to permit the addition of a clean shirt or two on short business trips.

The top level, at convenient waist-height, is divided into sections for memo books, pocket secretaries, ring-binders, and similar smaller items.

Standard policy in the Arizona office supply store is to let the customer examine the bags on display "at his leisure" until it is noticed that he has obviously focused his interest on one particular type. Usually, the prospect by this time has built up a substantial amount of interest and his willingness to buy is, of course, considerably increased when such features as reinforcement, tarnish-proof hardware, hidden compartments and safety locks are brought out.

"In at least 75% of all such cases, the customer who has sold himself on a particular item would never have asked to see it, if the cases were not in the open," Mr. Howard stated.

That is the "self-service" side of the picture. Equally important is aggressive, individual personal salesmanship, which is practiced throughout the entire year. Roughly, prospective purchasers are divided into three major classifications, according to Mr. Howard.

First, and most open to selling is the businessman who comes in carrying a shabby brief case or brief bag. Next, and likewise open, is the salesman or businessman whose pockets are perennially filled with envelopes, papers and memos which always elude him. Third, and most directly productive from the standpoint of better-priced unit sales, is the gift purchaser.

Size Up Customers

All three are quickly "sized up" by Howard salespeople. The customer who comes in only to buy a minor item, but who reveals a tattered brief case is almost sure to be escorted over to the brief case display, with the polite suggestion that he may find greater efficiency and create a better impression on his own customers, through switching to a brand new case.

Salespeople are discreet in making this suggestion, but, as Mr. Howard pointed out, "It never hurts to let a busy businessman know that first impressions count heavily." Few men show any irritation over the suggestion that the case they are carrying needs replacement, because the chances are

that they have become so accustomed to the old bag that they are indifferent to its appearance.

The "stuffed pockets prospect" is easily detected, according to the Arizona office supply dealers. Located in the center of the downtown business district, with men in all professions walking into the new Howard store, the management gets an excellent opportunity to "size up" its customers.

Chance to Sell

Those who continuously rely upon their pockets, rather than a case for business papers, are usually forgetful individuals who have at some time lost important papers. Once the management has classified a prospect in this field, the chances are that he can be sold the right type of case for his occupation. Here again, it has been found, the customer merely needs an aggressive suggestion to make him "see the light."

Some of Howard's most outstanding sales have been made to "pocket stuffers" in this way.

Have "Open Mind"

Lastly, the gift purchaser is, in at least one sense, akin to the businessman who enjoys picking up a bag and inspecting it. A lot of better-priced leather items have been sold to women who have come into the store with an "open mind" and who previously had not given much thought to a new brief case until seeing the big, open Howard display. Naturally, since the unit sale on a brief bag or catalogue case is substantially better than that on smaller items, Howard salespeople suggest a brief case whenever the opportunity arises.

Because many new businesses are being established almost weekly in this rapidly-expanding desert capital, leather goods sales have become a major profit source for the Howard concern.—RAL

A Place for Solving Problems

A St. Louis firm has installed a "worry room." In this sanctuary, employees may work out problems away from the jangling phone and general hubub. The room has comfortable chairs. Any employee may use it, the only rule being that of unbroken silence. The company's owner considers the innovation a great success. He commented that feminine employees rarely use the room.

"Girls don't seem to have any worries," he said.

—*Convoys*

Help Yourself . . . Pioneer firm adopts new system.

Another Dealer Swings to Self-Service

■ FOR THE FIRST time in its sales history, S. G. Adams Company, pioneer office supply retailers in downtown St. Louis, Mo., has made it possible for the customer to "help himself" where briefcases, brief bags and other leather specialties are concerned.

As shown, the focal point is the display case, which flanks the right aisle of Adams' modern store at 10th and Olive in St. Louis.

The spot selected is one of the most heavily trafficked in the store, according to Arthur Ruedy, executive, inasmuch as the general office supply department is located immediately behind, and there is a concentration of "demand" items down the center of the store in island displays.

Replacing the former system, whereby briefcases were shown "under glass," the new figure is completely open, consisting of a narrow, tall "open face" fixture of blonde hardwood, 4 levels high. In the samples shown are included a huge variety of leather goods which contrast effectively with the blonde wood surroundings.

The display also incorporates a wide variety of price lines, so that the customer in search of a gift for a school youngster, or one for a seasoned business traveler can both be served. Briefcases are shown face outward, side by side and are held in place by slender support rods, the length of the fixture. The shelf on which each rests is only a few inches wide so that for the most part, only a single example of each type will be shown.

A lucite plastic sign extends along the rear of the case, lettered simply "Briefcases" and "Salesmen's Cases" in contrasting groove-type letters. The sign picks up natural light, and appears to glow electrically.

The display, however, is so prominent that it doesn't require any sign to call attention to it, salespeople have found. Almost every businessman shopper can be depended upon to give the display the "once over" it has been found and the result is many more impulse sales.

Particularly susceptible is the traveler who visits the store with a worn, weathered briefcase under his arm, and idles away a few minutes looking over the display while waiting for a salesperson.

Often, it has been found, the customer who is buying blank forms can be readily sold on a new briefcase merely by pointing out how compact design has done away with mixing up of papers, soiling and tearing as does the old-fashioned, single-compartment briefcase.

Sales since the changeover have increased substantially, the office supply department reports, and in many instances, "slow movers" in the leather goods line have changed instead into the "turnover classification."—RAL

Some columns of selling ideas based on the experience of smart salesmen both in and out of the office appliance field.

By Zenn Kaufman

Grow—don't swell.

* * *

From Howard McGraw, editor of Industrial Marketing, comes an unusual story about how movies were used by an enterprising South African salesman.

A few years ago, this salesman for certain farm machinery in Cape Town, South Africa, was told by a prospect (under the influence of competing salesmen) that he was not interested in his machinery because of the fact that the motor was "just a piece of junk made in a barn in Milwaukee."

Unwilling to take defeat lying down, the salesman cabled the problem to his American principals. The next afternoon in Milwaukee, the advertising manager of the motor company took a little walk around the plant with a movie camera in his hand. Two days later, a film of the "barn" was on a boat on its way to South Africa and the happy ending to this story, as you no doubt imagined, is that the salesman showed the pictures of the motor plant to the prospect and got the order.

Be Loyal

"If you work for a man, in heaven's name, work for him. Speak well of him. Stand by the institution that he represents. Remember, an ounce of loyalty is worth a pound of cleverness.

"If you must eternally find fault, resign your position and when you are on the outside, damn him to your heart's content. But as long as you are part of the institution, do not condemn it. If you do, the first high wind that comes along will blow you away and you will never know the reason why."— Elbert Hubbard.

* * *

From my friend, Charles McArthur, comes a fascinating story of how "pride in company" can sell merchandise. He writes, "Victor van Bever came to see me one day in Phoenix where my brother and I operated an automobile business. We were distributors for Packard, Nash and Dodge motor cars. His call was remarkable because he wore a well tailored gray flannel suit (waistcoat and all), together with gray gloves, gray gaiters, polished black shoes, a fedora hat and a Malacca cane. His collar was starched and his cravat was held in place by a pearl scarf pin. For Phoenix he was something!

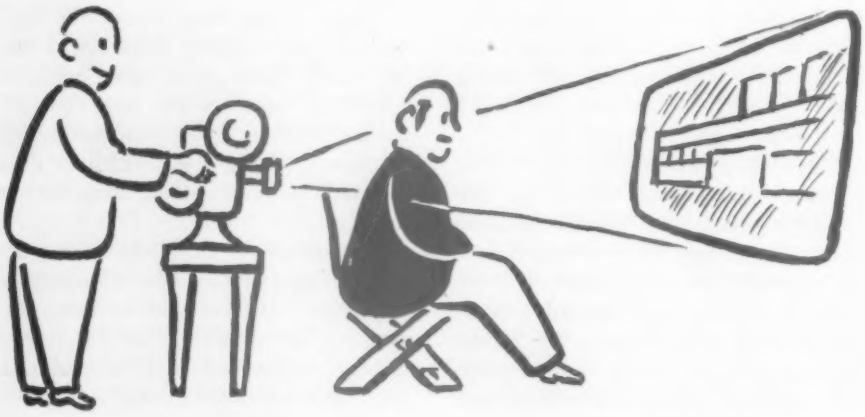
"He presented me with an engraved card, then bowed low with the question, 'Do I have the honor of meeting Mr. Charles McArthur?'

"I was rather hoping no one had seen him come in, especially when he asked for a job as a salesman. I had no other thought except to get him out the back door—and pronto.

"However, it didn't work out that way. Mr. van Bever told me he was a European banker and had come to Phoenix some months before to liquidate the interests of some investors in an Ostrich Farm, an enterprise that had involved two or three million dollars and which owned a few thousand ostriches and a ranch in Arizona. He had completed his job but loved Arizona so much he wanted to stay there and had decided on making a connection with 'ze Macarture Bruzzers' if possible.

No Auto Knowledge

"No, he knew nuzzing about automobiles — what's more, he couldn't even drive. But I could see a lot of advertising for us in just having him around—but I never figured on his ever making a sale to the cattlemen and miners who were about our only prospects. He was dead serious, though, so I fixed him up with a Packard Twin-Seat Phaeton and a uniformed chauffeur. I can see him now, sitting in the back seat, his hands resting on his Malacca stick as he went up Central Avenue with his list of about 50 names.



"That evening he came in all smiles and stroking his Van Dyke beard enthusiastically. He had made several calls and had been received 'wiz every courtesy.' I figured he'd scared his propects into receiving him but I gave him a few words of encouragement and he was on the job early next day.

"Of course he had some order blanks with him and knew how to use them but when he was waiting for me the next Monday morning with one of them signed by old man England—and with a check for $4,000 attached—I nearly dropped dead. It wasn't his only sale either. He kept the Phaeton busy and brought in orders every week until he was making more money than any salesman we had. We were sure sorry to have him leave us to take over the Belgian Relief campaigns in Chicago a year later."

Had One Subject

"When I asked McArthur how he did it, he said, 'Believe it or not, his sales talk consisted of one subject—McArthur Brothers.' He introduced himself with 'I have ze honeur to represent ze Macarture Bruzzers' and he stuck to his guns—that one gun. He felt this and he made his prospects believe it. He never tried to learn much about the cars he sold but he built respect for them, new and used, by building respect for his employer, the 'Macarture Bruzzers.'"

I often wonder how many salesmen understand the real value of those words, "I have the honor to represent"—of course, Van Bever was a freak success as a model salesman. But his success demands acknowledgement and his one great virtue is worth noting since it would be no less valuable to a salesman who *did* know his product. His confidence in his firm and product was a spectacular sales tool. It won attention and respect and, as we see, some sales. It was a form of enthusiasm that was contagious—and it is well worth emulating.

Don't be Critical

The other side of the coin is the reminder so well expressed above by Elbert Hubbard that under no circumstances will a smart salesman ever—by word or tone—say *anything* critical about his house—his organization—or his fellow salesmen.

Matter of fact, a really smart salesman won't say anything bad about *anybody*.

Only the savage neglects his crops when his stomach is full.

—Anon.

* * *

Found the Reason

"Don't you know you can't do business without a license?" said the health department inspector to the struggling young restaurant man.

He replied, "I wasn't doing any business but I didn't know that was the reason."

* * *

Display Sells

Get a copy of "Impulse Buying" from the DuPont Cellophane Company, Wilmington, Del. It's free. It carries a report of a very interesting survey on how women shop. For example, in answer to the question, "Why did you come into the store at this time?", nearly one out of four women said, "Just to look around." In low priced chain stores nearly two-thirds of the shoppers bought something they had not planned to buy—this volume accounting for nearly half the store's business. Ninety-one percent of all the impulse purchases were items on display—to catch the shopper's eye.

* * *

What is Happiness?

Happiness arises largely from the mental qualities of contentment, confidence, serenity, and active goodwill. It includes the pain of losing as well as the pleasure of finding. It thrives best in a crowded life. The men and women who are recorded in history and biography as most happy were people with always somewhat more to do than they could possibly do. Every waking hour of their lives was occupied with ambitious projects, literature, love, politics, science, friendship, commerce, professions, trades, their religious faiths, and a thousand other matters. The secret of happiness may be found by making each of these interests count to its utmost as part of the fabric of life.

—From the Monthly Letter of the Royal Bank of Canada.

* * *

Vernon R. Evans writes:

"One of our most unusual selling experiences was when we were trimming the show window of an empty store. We were taking out merchandise preparing to return it and there was one steel desk left in an otherwise completely bare and most unattractive looking window. It was a very hot afternoon and a man came to the door and said in a very gruff voice, "What's that desk doing there?" I explained as politely as I could that it was being taken out of the window as soon as we got another helper and he said, "Well, it's just what I want." I directed him to our store and sure enough he bought the desk and other office furniture amounting to about $1000 and has been our customer ever since."

* * *

Young Salesman

The small boy backed away from the refreshment stand, both hands full of hot dogs and tried in vain to work his way out through the crowd of grown-ups. He had little success until he discovered a magic selling sentence and called out, "Watch out for the mustard!" Then the crowd parted like the Red Sea before the Israelites and he made his way easily.

Whether he knew it or not, he was using the most powerful (and simplest) principle in selling—a direct appeal to a prospect's self-interest. Small wonder that he made his sale.

Experience Report from Files of A Dictation Machine Distributor

by J. H. REED
feature writer

■ FOR MORE than 15 years, Maverick-Clarke, "The Business Man's Department Store" in San Antonio, Tex., has been selling dictating instruments of one type or another. Some of them, it might be mentioned, are still in use and being serviced by the store after years of satisfactory operation.

Maverick-Clarke may, therefore, rate as something of an authority on the subject of selling this type of equipment. Certainly it has been in the business as long as any store in the Southwest and what it has learned about selling dictating equipment may be of more than passing interest to others who may wish to enter this field or to increase present sales.

Awake to Change

During the 15 years the store has been selling these instruments it has, naturally, made several changes, trying, each time, to give its customers the best instruments it can obtain.

On the principle that only one who uses a typewriter can understand and appreciate the problems faced by the typist, Maverick-Clarke insists that those who would sell dictating machines must first know how to use them. For only then can they appreciate and "talk up" the advantages of the instrument in office work.

Having "sold himself" on the practical advantages of the machine through personal use, the salesman then finds the task of selling his customers lightened. He is not talking theory, but practical experience with the instrument.

See the Potential

To Maverick-Clarke, *every office that employs a secretary* is a potential customer for a dictating machine.

The instrument, it is true, will not do away with the necessity for employing a secretary. But it has, the salesman points out, many other advantages. The secretary need not know how to take shorthand; only how to transcribe from a record. This means that secretarial-school training may not be necessary, and a corresponding saving in wages may be gained.

Further, the instruments handled by Maverick-Clarke may be taken home from work or on trips—and the records taken or even mailed back to the office for transcription, effecting a tremendous saving in time for a busy executive.

Finally, the records, if saved, form a permanent file of what was said, in case mistakes occur.

Ready to Sell

With these "talking points" firmly in mind—and in hand—backed by practical experience in the use of the machine, the salesman is ready to stalk the elusive office manager or executive in his office.

Everyone who maintains an office and a secretary is a potential customer, it is true.

But Maverick-Clarke salesmen are not sent on "wild goose chases" in an effort to sell dictating instruments. A list of new offices is made regularly, of course, for these offices also may need everything from furniture to office supplies as well as a dictating machine.

But, in the main, prospects for dictating instruments are first "flushed" by means of newspaper advertisements and direct mail literature.

Get Appointment

And when a reply is received, the salesman makes a telephone call and gets an appointment.

When a prospect displays interest in a dictating instrument, it is left in his office for a week's free trial. Maverick-Clarke believes that the instrument, itself, is its best salesman.

If, at the end of a week, the prospect still has not convinced himself that a dictating instrument is a good investment, the salesman does not attempt to "high pressure" him into purchasing. For he knows the chances are good that, when such a prospect attempts to go back to dictating to a stenographer, he will become dissatisfied and finally order the machine.

There may, of course, be exceptions, as when the executive has a beautiful stenographer—in which case the salesman does not take his appeal to his wife—but in numerous instances, taking the machine back has clinched the sale better than any words that the salesman might have used.

Maverick-Clarke finds servicing an important factor in selling dictating instruments.

All machines are sold with a 90-day guarantee. After that a customer must pay service charges. And herein lies the rub for smaller office appliance stores:

All dictating machines are delicate instruments.

This means that an expert repair man must be kept on the store's payroll to service the machines—for bungling repairs or make-shift ones would be worse for the store's reputation than not to make any repairs at all.

Meet Service Costs

Expert repair men demand good wages—and the store that makes only a few sales or has no "back-log" of machines in operation in its community must make an exorbitant service charge to keep its service in operation. This, in effect, means that dictating instruments can be profitably handled only by larger equipment stores.

Maverick-Clarke's service charge is, thanks to its "back-log" of machines sold over a period of 15 years, only $22.00 a year, which compares favorably with the charge made for servicing electric typewriters and other motorized office equipment.

For this service charge, no limit is set on the number of calls a service man will make.

Not only does the firm stress the need for modern dictation instruments in offices which do not have them, but also for keeping this equipment up-to-date. It points out that an ancient Blickensdorfer typewriter is no match for a modern electric machine—and an ancient dictating device cannot compare with the new model either.

Thus it also sells a good percentage of replacement dictating instruments.

Because dictating devices must be serviced, this line is admittedly not one to be gone into by the small stationer or office outfitter who cannot

afford to pay a service man until it gets a "back-log" of installed machines.

But Maverick-Clarke contends that dictating instruments are a profitable line for the larger office appliance firm —and due to become a better and better selling item as more and more executives realize their time-saving potentialities. And it contends that dictating equipment can be successfully sold if a store will—

1. Select what it believes is the best device on the present market.

2. Train those who are to sell in its use, advantages and disadvantages, so that they can talk, not from theory, but from actual experience.

3. Maintain a complete display at the store.

4. Pave the way to the salesman's telephone call and visit by (a) newspaper advertising and (b) direct-mail folders.

5. Leave the instruments on trial.

6. And service them for a reasonable annual charge when the usual 90 days free service period is over.

The Salt Lick

MONTHLY MUSINGS ON SALESMEN AND THEIR PROBLEMS

by L. R. ADDINGTON, vice-president stock sales, Art Metal Construction Co.

■ THE YEAR OF 1955 can be the best our industry has ever enjoyed. In order to really enjoy this coming year we will need to put more thought, work and action into it than we have in any previous period.

Perhaps the first task is to understand the challenge of this new year.

To start with, we are going through a so-called price market. This type of market is caused in the main by salesmen not telling the buyer the value of quality.

When we carelessly tell or carelessly present our sales story the buyer becomes uninformed about our type of merchandise and assumes inferior merchandise is just as good.

Every informed salesman, user or buyer knows that quality at the right price from the right kind of dealer operation will pay in many ways.

1. If it is quality made and of quality material it will last longer.

2. Quality should include functional design which helps people get more work done easier.

3. When people use things which help them get their work done they should know that the seller's most important value is to be available after the goods are delivered and while they are in use, whether it is one week or 10 years.

When a seller gives away part of his legitimate profit to the buyer he is almost surely delivering to the customer a guarantee that deliveries may not be economically made to the customer, that the merchandise may not be properly put into service, that the person using it may go uninformed as to how he can use it to best advantage, that the salesman selling it may be uninformed, that the seller does not maintain a service organization and that when the customer needs the seller most he may not be in business.

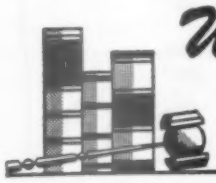
More and more wise and good customers through their purchasing departments are letting the public know that price is not the only consideration when they purchase things for the office which are in turn used by high-priced labor in getting their daily work done.

The story of profit through use is known to every factory production man in America and most of them know that too low price tags on production tools and equipment generally spell trouble on some future day.

The office production man knows this truth also. Have you proven to him that he can get more work done in the office through your constant interest, advice and the products which you sell?

As a salesman, improve in 1955 and you will improve your sales.

What the Courts Say



CASE HISTORIES REPORTED BY ALBERT WOODRUFF GRAY

INTERFERENCE WITH SALESMAN

■ A SALESMAN OF AN office supply firm was offered 25% in commissions for effecting the sale of a system of cycle billing, filing equipment and machines. During the negotiations for this sale, however, the employer took over the transaction, seeking by so doing to deprive the salesman of this commission of $1,218.25.

In the suit by this salesman for his commission the court said in granting him a judgment for the amount claimed, "The condition is considered as fulfilled when the fulfillment of it has been prevented by the party bound to perform it. Where the seller is satisfied with the terms and no solid objection can be stated in any form to the contract it would seem to be clear that the commission of the salesman was due and ought to be paid.

"It would be a novel principle," continued the court, "if the seller might capriciously defeat his own contract with his salesman by refusing to pay him when he had done all that he was bound to do."

* * *

Malarcher v. Nackley, 73 So. 2d 580, Louisiana.

PICKETING IN TYPEWRITER STRIKE

■ THE NATIONAL LABOR RELATIONS Board in May applied to the Federal Court for an injunction against a labor union picketing the premises of the customers of the Royal Typewriter Company in a labor dispute between that company and its shipping and service employees.

"The picketing," said the court in granting this injunction, "has been conducted in front of the premises of these secondary employers and entrances used in common by these secondary employers, deliverymen and the public at large.

"It has been conducted in some instances at an hour when employees of the secondary employer would be arriving but before the public would be likely to appear; at premises when no employee of Royal was there; at premises where the secondary employer had little or no business with the public and at premises where the vast majority of the people using the building were employees of the secondary employer.

"Since April," asserted the court, "the union has picketed at least 25 employers who purchase and use the typewriters of this company, among whom are Standard Brands, the New York Life Insurance Company, the Guaranty Trust Company, the Manufacturers Trust Company, Sinclair Oil Company and others, besides independent typewriter service and repair companies.

"The acts and conduct of the labor union," concluded the court, "occurring in connection with the operations of Royal, have a close, intimate and substantial relation to trade, traffic and commerce among the several states and tend to lead to labor disputes burdening and obstructing commerce and the free flow of commerce.

"It may be fairly anticipated that unless restrained this labor union will repeat and continue the acts and conduct described, or like conduct, an object being to force or require these companies and their employers or persons, to cease using, selling or otherwise dealing in the products of Royal, to cease doing business with that company or persons who do business with Royal."

* * *

Douds v. Business Machine & Office Appliance etc., 122 F.S. 43.

Three Factors of Traffic Control

FIXTURES—Tools That Make Retail Merchandising a Success or Failure

(Third of a Series of Four Articles)

by HENRY BERRY
Henry Berry Associates, Milwaukee, Wis.

■ EACH STORE has its own layout problem and each is different. Basically however, we wish to influence our customers to do what we want them to do, to cause them to make as complete a circle of our store as we can.

A fixture and the merchandise it holds, without a customer, is rather like a bride left waiting at the church . . . no groom, no wedding . . . and equally so, no customer, no sale. The groom is the bride's problem and the gals work it out one way or the other; the control of the customer is ours, and requires an equal intensity of effort.

In setting up a store for quick-service, good fixtures and good merchandise display is not enough; the prospect must be brought face to face with this merchandise. Obviously then, we must do our best using every weapon at our disposal, to control each customer so that during his visit any latent buying impulse is exposed, like a moth to the flame, *(Illustration No. 1)* to as much temptation as possible.

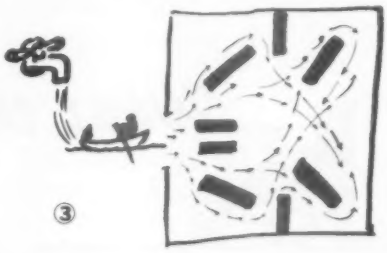
This control of traffic can be achieved in three main ways: (1) traffic flow as influenced by fixture placement; (2) the location of departments, and (3) by the use of light. All three are interrelated and should be considered together in any planned layout.

Incidentally, I want to correct an impression of fixture value that many of us have. We have often been told and we have read again and again, that each square foot of floor area is worth so much, that each lineal foot of fixture means so many dollars in potential sales. . . . This is true, *but only* when the worth of the area is estimated by multiplying the lineal feet of display

by customer traffic. This is a method of establishing value compared to, in most respects, the way magazine rates are figured—the space multiplied by reader potential.

It is obvious that a merchandise display in a position where 10 customers pass in an hour is worth only half as much as a display of the same size in a location with a traffic of 20 prospects during the same elapsed time. *(Illustration No. 2)* It follows that by scientific layout you can increase sales in your present area.

The basic principles are simply outlined in this article; in actual practice however, a highly specialized knowledge is required to co-ordinate the complicated factors of merchandising placement and space into a selling design.

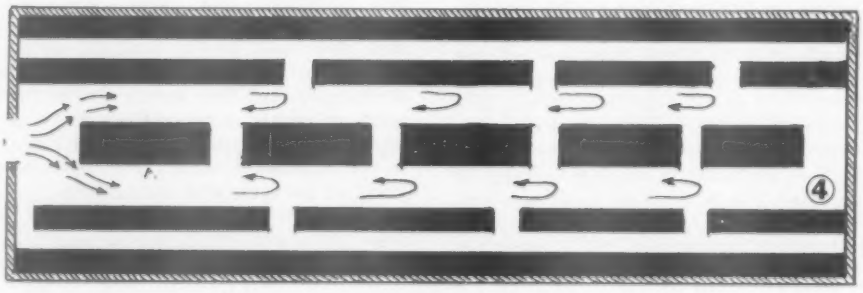


If you decide to refixture and layout your store for better traffic control and greater profit, secure skilled advice, it's worth it.

Traffic control by fixture arrangement:

There is one way of looking at store traffic and where it goes, that has always been of help to me. Consider your customers as though they were a stream of water *(Illustration No. 3)* flowing into your store, and then it is easy to see how the flow of this stream can be directed, or turned, or dammed, by the placement of fixtures. This is how water can be directed by being channeled or blocked by sand. Store traffic definitely flows as a stream, a stream that can be directed and controlled and when considered as such, can be much more easily studied and understood.

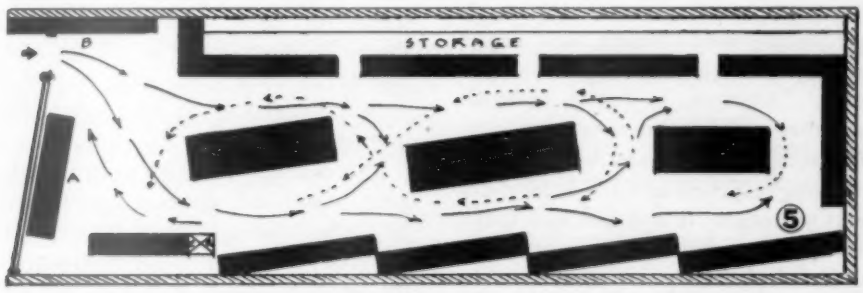
It is frequently easier to separate good from bad by direct comparison Illustrations numbered 4 and 5 are a case in point. No. 4 shows a fairly typical arrangement common to stores



refixtured some years ago—a store not too far from average size, 24 feet wide and 80 feet long. There is the usual wall shelving along each side, then two-foot clerk aisles separating the shelving from standard show cases. The center units are tables.

If the lighting in a store with this arrangement is equal throughout, customer traffic flowing through the entrance will split about 60-40, with the higher percentage going down the right aisle. People for some reason, have a tendency to turn to the right. If island A were moved off center slightly to the right, the split of traffic would probably be equalized.

Now look what happens in this "pullman" layout. Once a customer is in either the right or left-hand aisles . . . he has had it! He might just as well be on a track, running as far as he wishes in one direction, then turning around and going out on the same rails. As far as the other side of the store is concerned it remains a mystery.



Sketch No. 5 shows the same store with a more modern layout. Shelving for storage remains along the left side, with quick-service wall cases in front. Along the right side, wall cases have been placed at a slight angle. The center fixtures are arc segments used as islands. The letter "A" indicates a roll back window display, as described in last month's article, and the letter "B", an outside-inside showcase, The cash and wrap is located in the northwest corner.

Study this layout for a moment and it will become apparent that traffic will move easily past and around all of the displays, the flow being turned and directed from one aisle to another at several points. It should be noted that the cash and wrap unit is located to pull traffic from both the left and right sides of the store. *(Illustration No. 6)* Remember, traffic flows as a stream, and the advantages gained in layout No. 5, will be self evident. Every inch of the store reaches a maximum value when area is multiplied by traffic.

Traffic control by department location:

Customer control by the location of fixtures is effective, but still static until we couple on the second weapon in our arsenal. That means planned relationship between customer habit, merchandise arrangement, and department location.

A successful solution to any problem must, to some extent be a compromise. I believe that the proper location of a greeting card department is a good example. If the cards are placed in the front of the store it is entirely possible that more cards will be sold than from a location in the rear. But . . . a successful card business is one of the finest traffic pullers a store can have, and if the cards when placed in the rear of the installation, draw a customer through displays of less active merchandise, sell him his cards, and then expose him to impulse buying once again on the way out . . . it is also possible that the increase in over-all business will more than make up for any lost volume in the cards themselves.

You can imagine the temptation placed in front of your customers if after buying a card for Father's Day, they had to pass display after display of "Gifts for Father," before they reached your cash register. How sneaky can you get? . . . but it *does* sell merchandise.

The mention of gifts brings up gift wraps. This brings us to the science of related selling. It is completely evident that anyone who buys a gift is the world's best prospect for gift wraps. Nevertheless, all of us have seen gifts and gift wrappings widely separated, or even gift departments without wrappings at all. This is a rather glaring example but the principle holds throughout the entire store. For instance why not arrange a "Secretaries' Corner" where the young lady can buy everything she needs, or can be persuaded she needs, related use items, from ribbons and carbons to pencils and notebooks.

Department locations should also be considered in relation to types of customers. Since art supplies are frequently purchased by women, they should be adjacent or easily reached from cards and gifts . . . and so on, with the same reasoning applied throughout.

The proper location of the cash and wrap counter or counters is still open to a great deal of discussion, and each installation requires individual planning, dependent upon the extent of self-service and quick-service.

A stationery store is not a supermarket, neither can it in my opinion, be converted 100% to a self-service operation. This leaves it debatable whether the cash and wrap units should always be installed in the front of the store as a check-out lane or set up in some other location. It is unsafe to generalize on this. I personally lean toward the forward location, but a final decision should depend entirely upon the many factors involved in each individual installation.

Traffic control by light intensity:

The "Moth to the Flame" allusion, in the first part of this article is pretty close to the facts. The human being does move toward the light. For example, in sketch No. 1 if, at the entrance, the north side of the store had 75 foot candles of light against 60 in the south side, the tendency to turn to the right would be overcome.

In sketch No. 2, although of course the entire store should be well illuminated, the intensity of light in the rear should be progressively several degrees greater than at the front. Sounds rather complicated, and it is, but it is of very real importance. You'll find that expert help is available from your local utility.

No store should be remodeled without serious consideration of the traffic control potential of good lighting.

If these three factors of traffic control are properly used, we will have customers at our merchandise, but to make this all worth while . . . to cash in . . . our merchandise must be properly shown, stored in quick-selling fixtures.

We'll talk about this next month.

Knowledge of Product Essential in Specialization

by A. R. HUNTZINGER
Sales Manager,
E. W. Curry Company,
Pittsburgh, Pa.

■ THE FIRST ESSENTIAL for specialization is product knowledge. Once that is attained, it can be a wonderful door opener for the stationery salesman.

But before a salesman can specialize, he must know the product and what it can do, as well as its limitations. Systems men are hard to find and once discovered they can command high salaries from industry because most large companies have their own methods of procedure.

Many stationery salesmen hesitate to go out and try to sell visible binders because they are afraid of many questions that may be asked of them. Really, however, it is easier to sell visible than some of the other items because one has something specific to talk about.

If a customer wants to buy a pencil manufactured by A.B.W. Company and he wants it a No. 2 in the first grade, what do we have to talk about that our competitor down the street, who handles the same lines, cannot also mention?

In selling the visible binder it is true that the other fellow may handle the same line but you will be able to match your knowledge against his and the best man will win the order. Such knowledge is made up out of such ingredients as showing the customer why top visibility is better than bottom, why your method of indexing should be used, why a lock sheet should be incorporated at the top and bottom of each page and why the opaque signal may be better than the transparent.

This will get the order even though your friend did discount the binder 10%. Such knowledge of his product can't help but establish confidence in the salesman and it will help him on the next call.

Must Study Types

In order for a salesman really to know systems, he must be willing to spend much time in studying the various types.

The next step would be to learn all possible about competitive makes of equipment—what they will do. The salesman may find that by combining one or more he will be able to produce a much better system than is possible alone with the equipment he has to sell.

The stationer, I believe, has the advantage over many of the direct sellers in that he can handle more than one item in visible equipment, binder or cabinet type of record keeping that may be competitive. The application of one or the other will not hurt his sales and will permit him to offer his customer the best service. The customer can then select the equipment he prefers, because in most cases the form is the most important thing. Housing this form is the second consideration.

Selling Display Materials

by HENRY W. JACOBSEN
Jacobsens, Inc.
Gary, Ind.

■ DISPLAY MATERIALS include a great variety of merchandise. The stationer having a display materials department, therefore, must be ever alert to show the newest items in this field.

Normally, the various holidays such as New Year's Day, Valentine's Day, St. Patrick's Day, Easter, Mother's Day, Memorial Day, July 4, Halloween, Thanksgiving and Christmas, as well as the first day of school, provide most of the business. For these and year-around selling, a good basic stock is necessary.

Include Papers

As a rule, this merchandise should include decorative, colored and metallic papers in various sizes. Colored corrugated papers, cardboards, paints, tackers, brushes, easels and, in fact, everything used in display work, should be kept available.

We like to think of the display year beginning in May when we start to buy our materials. We then look over the new items including those from abroad. We try to estimate our sales on new items and we re-order, modestly, those found to be good sellers in the preceding year.

It is not our aim to try to merchandise the cheap 5-cent and 10-cent tree ornaments and wreaths. We aim our sights upward. Some of our hanging ornaments such as paper bells retail at $5.50 each. Huge colored glass ornaments sell at $2.95 each and electric wreaths at $10. A beautiful animated Santa Claus may merchandise at $99.50.

Our men who call on retail stores regularly find that most dealers trim windows about twice a month. This changing of displays is a constant job in any progressive store. Bright, new papers and decor help any merchant to increase sales. Therefore, a display materials salesman with ideas is always welcome

We have had many exciting and amusing experiences in handling display materials. It is a fast and tough business considering that many of the professional displaymen in our area are also selling materials on the side. We, therefore, compete with them on large contracts.

Several years ago, in an emergency, we installed a display at an exposition. The size was 80 feet long, eight feet high and eight feet wide. All of the work had to be done in one day but we hired 15 people and did the job despite the fact that it was difficult and represented a hard way to sell our materials. We did help out a friend, however, and the task was completed on time.

The Biggest Season

I might mention in closing that every store on the street will buy display materials for Christmas and that is the biggest season of all in a business which requires constant thought and attention.

I have traveled to New York City, Los Angeles, Mexico City, Paris and Copenhagen and have spent considerable time looking at displays in windows and stores.

Yes, display business means perennial effort but is really fun and sometimes there is even a profit.

Can You Boost Your Daily Intake?

It Should be at Least Four Times the Store's Daily Overhead Expense

by NICHOLAS VESTAL
Special writer

■ EVERY RETAIL merchandising outlet has a certain minimum day-to-day volume of business which is necessary for profitable existence. But considerably *more* business is necessary for attaining and holding the status of *a really prosperous* business.

The fact is that competition is so intense in almost every line of trade that, if constant effort were not made to increase sales, even the minimum sustaining volume, as it might be called, would begin to decline.

Retailing, now as always in the past, is the stronghold of the smaller investors in the structure of American business. By bringing the products of factories and consumers together, retailing serves the manufacturer as much as it serves the ultimate consumer.

Supply and Serve

Stationery retailing is a supply-and-service function and the larger the number of customers the stationer can supply and perform useful services for, the more successful will be his business.

The ability to *attract* customers depends upon efficiency in advertising and display procedures, but the ability to *retain* customers depends upon efficiency in salesmanship, dependable service, and, of course, sound public relations policies.

Both these functions, advertising and salesmanship, are necessary to promote profitable volume and to keep the business going constantly forward.

In the quest for profitable volume, the kind of daily sales analysis that enables a stationer to know what products or what lines of wares have contributed most to his profits is a big help. By such an analysis he can, furthermore, understand more certainly which goods the store is able to sell entirely on the basis of their nationally advertised reputation as distinguished from other items that he must advertise locally in order to sell them in satisfactory amounts.

It would be very unwise policy to discontinue some item merely because the demand was not large for it as compared to the top-sellers, IF the article were a traditional stationery item. It is important to have and keep the reputation of being able to supply any merchandise that a buyer might logically expect to find in a complete modern stationery stock.

Keep it in Stock

The right policy in this situation is to retain the item rather than to virtually direct inquirers to some other stationer's store for it. It is best to expand the display policy with regard to the more-profitable lines or departments because of the increased volume they create by their traffic-feeding power.

In line with these thoughts, a liberal assortment of some of the cheaper staple goods of the stationery industry should naturally help to offset the competition of the national variety chain-merchandisers, such as Woolworth and Kresge, as well as to keep stationery trade in specializing stationery outlets.

Consistent quality in the merchandise and friendly service convert casual buyers into customers, but once trading allegiance has been won, the average yearly value of each customer to the stationer, in profit-dollars, depends upon *selling ability*.

An Appraisal

This ability, in its best exemplification, involves profit-consciousness in appraising the probable buying power or spending inclination of the store's bigger buyers. It also involves those personality attributes that can win such a complete hold on each customer's good will as to assure the stationer that he is getting all the customer's stationery orders *exclusively*.

When a stationer's location is sound, with conditions such as to warrant confidence in its accumulative value, if he has surrounded himself with the right kind of personnel and then drills them constantly in *planned productive selling*, he should be able to increase his volume. The measure should be commensurate with the increase in the census of identified buyers of office supplies and office appliances in his trading area.

The average stationer can not be an incessant and voluminous advertiser, especially in newspapers, but there are usually several less-expensive and equally effective mediums available. He must recognize the fact that, no matter how diligent his salesmen are, they require the support of local advertising of some kind when competitive stationers are advertising regularly. This is especially true if those competitors have been established longer.

On the other hand, however, if no more sales are forthcoming from the advertising after a reasonable time, the stationer should determine promptly which of three possible elements involved — namely: the advertising medium selected, the advertising ideas used, or his salespersons — may be charged with the disappointment.

Two Fixed Charges

Rent and wages have always been the two biggest fixed charges in retail distribution, but if the location is productive and sales personnel have the ability to maintain profitable volume, each of these cost-factors usually accounts for itself satisfactorily in the profit formula.

Among the expedients for cultivating new business to expand profitable volume, one of the most logical is traditionally overlooked. What I have in mind is the employment of an outstanding salesman for whole or part-time sales-development work outside the store—that is, calling upon office managers and purchasing agents. Many stationers, and I don't mean only those in big cities like Boston, New York, and Chicago, have told me that they

obtained some of their most valuable and long-standing accounts by this system of outside-the-salesroom business promotion.

Flexibility and quick adaptability in plans and operations have always been the watchword of successful stationers. They are always expecting more competition, even when no new outlets are opening up around them, and keeping a step ahead of it. They are a versatile lot of men, the most successful among them attributing their constant progress to hard thinking and hard working, always ridiculing any intimation that they might have been blessed with some special genius for a retailing career.

Whether a man chooses employment under another man or elects to enter business for himself, he will find but one door of entrance to success and over that door the legend, "Labor and Knowledge." Whatever the ultimate goal, the beginning is knowledge and experience — in other words, plain WORK. Work is the key to the door of success.

With every salesman ardently devoted to building profitable volume, in any stationery outlet that promotes trade-and-consumer accepted merchandise financial success is practically certain, so long as the store is attractive and the business is managed with correct ideals of public relations.

The Gustave Fischer Company Profits by Specialty Shops

Give Customers that Personal Attention

■ GUSTAVE FISCHER, veteran stationer of Hartford, Conn., has borrowed a loose leaf from the book of department stores which set up specialty shops in various departments to give customers the feeling of personal attention.

Mr. Fischer, who founded his enterprise, now at 237 Asylum St., in 1898, and still keeps an over-all eye on things, finds that specialized departments have paid off especially well in three fields: photographic reproduction, draftsmen's materials, and greeting cards.

Here's Proof

The greeting card program offers decisive proof of the value of personal attention. Miss Lillian Fischer, "the chief's" daughter, conducts this growing phase of the business from her corner of the mezzanine overlooking the main selling floor. To get to inspect her display of cards and sample books, her customers must traverse the whole length of the floor, turn off behind the photographic department which occupies the rear of the main floor, then mount a flight of steps. And they do.

A small token rack of greeting cards is placed in the traditional location for impulse buying, near the front door, but anyone who wants to do some serious card purchasing finds it is pleasant and worthwhile to "pay a visit to Miss Lillian."

Up on the mezzanine a customer can browse at will at a larger display, or, more likely, simply tell Miss Fischer what is needed, at what level of intimacy, and at what price. Swiftly the right card for the right occasion is brought out.

Sometimes a telephone call ahead gives Miss Fischer a chance to have a boiled-down selection all ready for a final choice.

Having steady customers year after year permits Miss Fischer to overcome one of the headaches of greeting card ordering, especially for the Christmas season: that is, risk taking on the basis of personal taste that might not jibe with that of the customers. She knows pretty well what varieties of message tone, colors, and sophistication will appeal to her long-term clientele, and can pin-point rather than buckshot her buying.

A special mailing list for card clients is kept up, and often the message need be no more than a reminder that Fischer's has a fresh line, and why not drop around to look it over?

Another Example

The same identification of a single person with a specialized field has brought superb results in merchandising Eastman Kodak's Verifax machines. Carl Smith, head of the photographic supplies department, is "Mr. Verifax" to the business people of Hartford. His demonstration of the reproduction apparatus makes the first pleasant contact, and after that the customer thinks of the name "Smith" in calling for service or supplies.

According to William S. Blech, manager of the store, the Verifax item and the identification of it with Mr. Smith have "brought in many a dollar of plus business."

Lillian Fischer, a mainstay of Gustave Fischer firm in Hartford.

In the drafting department Charles Fisher (no relation) plays a similar role. Featuring drafting equipment from the Hamilton Manufacturing Company, the store has marked up a two-fold increase in sales in that field in the last two years. Especially in that technically esoteric profession, clients like to present their needs to someone who speaks the language, Mr. Blech explained, and Mr. Fisher fills the requirements. "An order-taker might get the details straight, but Mr. Fisher will know when to suggest supplementary materials, and he is the one whom the customers come to rely on for advice."

Two floors of desks and other heavy equipment and furniture are identified in the public mind with Manager Blech himself, as well as with the ever dominant figure of Gustave Fischer, the founder.—OJM

Showmanship Essential in Retailing

George Halling

■ SHOWMANSHIP IS an all-important factor in today's retailing of stationery and office equipment maintains George Halling, general manager of The J. K. Gill Company, Portland, Ore.

The official of this 10-story books, stationery and office equipment establishment which utilizes a 100,000-square-feet warehouse speaks candidly about the problems faced by today's stationer. He gets to the heart of the situation, saying:

"The retailer today, if he classifies himself as a retail stationer, competes, at least in our section of the country, with supermarkets and department stores. For example, one of our large Portland department stores runs a full-page ad once a month on office supplies ranging from staples to steel files."

What does this mean to the stationer? Mr. Halling continues:

"The stationer has permitted a great deal of this business to go to supermarkets and department stores because he does not put **proper showmanship** in business necessary to bring in the people who are interested in the commodities he sells. Very few stationers use "gimmicks" in order to lure potential customers.

No Enticement

"How many customers are there in your town, fellow dealer, who have not pushed open the door to go in because nothing enticed them into your place of business?"

Carrying this argument still further, Mr. Halling explains, "Years ago the stationer competed with the man in the loft who carried a little stock and had no overhead. Now, we are also competing with discount houses who are making it uncomfortable for all types of retailing."

Advertising, handling ticket sales for civic events, autograph parties and participation in community affairs—these are all part and parcel of The J. K. Gill Company showmanship plan. Let Mr. Halling explain:

"We start January 1 every year with full-page ads which carry prices and details on many items of stationery and office equipment. A coupon makes it easy to order by mail. These ads are carried on through the year at different appropriate times. Our leading department store in the city, as I said before, carries practically an identical ad once a month.

"We have attempted to be an overall stationer, handling greeting cards, papeteries, fountain pens, and an entire commercial line including office furniture and equipment. You find too many stationers today who have curbed their operations to include just certain lines that have become predominately furniture, or printing, or just commercial stationery. These are the type of stationers who have helped drive the customers to the super market or department stores.

"How do we push people into our store?

Handle Ticket Sales

"We handle the ticket sale for the Stadium, the Auditorium and for promoters of other events appearing in Portland. This brings thousands of people into our store who would never open our doors if it were not for the need to come in and buy these tickets. All types of tickets are sold—football, boxing, musicals, shows, lectures and baseball. In fact our activity covers every type of entertainment that occurs in Portland and space is given free and without profit.

"Take, for example, when the University of Oregon played Southern California in the game of the week on television. I do not know how many letters we received from people who saw our name under the score board transmitted via television — letters from New York, Chicago and Philadelphia. If this name caught the eyes of people back East, think of the number of potential customers who constantly saw it in our northwest territory.

"In our book department we have had autograph parties highlighted by the appearance of such notables as Supreme Court Justice Douglas, Stewart Holbrook, Don Blanding, Claude Bristol and many others. Grace Jordan, wife of the governor of Idaho, did a television program which originated in our store. Richard Neuberger, who recently won the election which broke the congress deadlock in favor of the Democrats, appeared in person to autograph his book, Adventure in Politics.

"Notables such as Louis Armstrong, Ozzie Nelson, Stan Kenton, Jack Benny's Sportsman's Quartet, Vaughn Monroe, Alex Templeton and many others have appeared in our record department autograph parties."

One of the largest promotions J. K. Gill ever staged involved the appearance of Sophie Tucker when she introduced her book, "Some of These Days," her theme song.

Says Mr. Halling, "It is personal appearances of the stars, such as Sophie, that brings people into the store. Maybe they don't buy at that particular time, but they get accustomed to coming into our emporium, which is one of the accomplishments which a retailer has to strive for."

Regarding the participation in community activities, The J. K. Gill Company executives do their share. Mr. Halling personally has been president of the Portland Retail Trade Bureau, Multnomah Athletic Club, Portland Rose Festival Association and Junior Achievement. He is vice-president of the Chamber of Commerce and on the board of the United Fund. He asks other top executives to be just as civic-minded and asserts, "These are the things that help keep the name of The J. K. Gill Company before the public, and the public always prefers to buy from someone they know."

Three Essentials

Hand in hand with participation in these promotions is the fact that The J. K. Gill Company has an organization thas is equipped to take care of its customers. General Manager Halling asserts that three essentials of store management are:

1. Have the merchandise people want.
2. Be in the proper price range.
3. Have courteous and efficient salespeople to take care of the customers as they come in.

Regarding the No. 3 requisite, Mr. Halling says, "We have a slogan used by our advertising department in pepping up our sales people, 'The advertising department can bring them in, but the advertising department cannot make the sale.'"

Check List for Holding Sale

■ MORE MERCHANDISE coming onto the floor? Has the demand for certain items in the store stock lessened? That means the old selling tactics are going to have to be exercised. And it also means that the good old "sales" are soon going to be a part of the dealers business planning.

Here, culled from the experiences of a number of successful retail firms, are points to bear in mind when planning a profitable sale . . . points of the brass tacks may of us must constantly check to be certain that nothing has been forgotten which will contribute to the sale being a profitable one:

Business Wanted

1. The basic plan of every sale should be to secure business for the store and secure it at a profit; if our idea won't accomplish this it should be discarded immediately.

2. Plan the sale to stabilize the stock inventory and keep it in good flexible condition; good sales are never held on short items but on long ones.

3. Have an essential part of the sale plan the winning of new customers for our business and the holding of their trade after they have been brought into our business.

4. Schedule the sale carefully. Pick the proper dates, the immediate needs of prospective customers.

5. Tie in sale merchandise with the season if possible.

6. Have the sale all inclusive, embracing a general group of items; not merely a single lead of an overstocked item.

7. Plan every detail of the sale on paper before it is launched; that always makes for a better and more profitable sale.

8. Give the customer a "reason" for the sale; plaster heavily onto the word "save"—that's an excellent reason in these times of high prices.

9. If possible have the sale-puller item or items ones that our suppliers are boosting heavily in their national promotion over the radio, TV, in magazines and newspapers.

10. Tie-in with radio and TV advertising on such items or such lines with spote announcements before and after the programs.

11. Use "teasers" liberally; little ads in regular copy calling attention to the sale. Ask your local theatre manager how effective these teaser ads are; he's profited from their use for years.

12. Plan your sale advertising specifically for the sale; it's important in telling customers about your merchandise and your ideas—it deserves specific thought and careful consideration.

13. Use store banners and sales cards spotted throughout the entire story; they are easy to make and inexpensive and help to follow through on the idea of never giving the prospect opportunity to forget we are holding a sale.

14. Prepare the store for the sale; give the items a chance to be seen easily in window and store displays.

15. Choose sale items by their popularity; by their specific sales appeal at the time the sale is being held, by the demand for them and by the value we can offer the public.

16. Get all manner of related items on display in windows and in the store set up close to the sale items; there's where the real profit possibilities exist.

17. Make sure every salesperson and even the store janitor knows all about the sale and is equipped with sufficient information that they can answer any question put to them.

18. Check stocks every day of the sale; if we have a "hot" item we'll find out at the end of the first day in that way—restock it for tomorrow's sale if at all possible to do so.

19. Put everything in the sale plan down on paper; check and re-check for things forgotten or for the possibility of new ways of filling loop holes in the sales plan.

20. Remember the basic idea — to make a profit; not to get rid of slow stock or salvage a possible loss from over-stocking — an intelligent, well-planned sale is one that always makes a profit even though it does clear away slow-moving stock.—EWF

"Old Timers" on Parade

■ SPECIALIZING IN modern office machines and their repair the Paymaster Sales Company at 821 Third Ave., Seattle, Wash., is building new interest with a windowfull of "museum pieces." They represent a treasury of early Americana in the office machine world relegated to the past by modern development of bright new business machines.

Old Timers galore cause folks to pause at the display and read the identification of these strange business machines.

One window of the Third Avenue establishment has been given over to the eye-pulling relics. Now swept into the discard, or into museums by the highly functional and electronic devices of today they marked woman's emancipation from the home, and penetration of the business world.

A 65-year old Remington typewriter with wooden type levers and feed rolls of wood operated by means of rubber bands, is the central attraction. This gem from the Gay 90's contrasts strikingly with the smoothly rounded compact and efficient typewriter of today.

The Old Timer is described at eye-level by means of a label pasted to the inside of the glass, and traced by a ribbon to the article itself set back towards the middle of the display.

Among the pioneer computing and typing machines is the Columbia Bar Lock. One of the earliest typewriters, it has a double keyboard—one complete keyboard for capitals, and the other for lower case letters. The former appeared in black arranged at the top, with the small letters in white underneath.

A half-century old Blickensdorfer, when it was a popular office machine fifty years ago, is featured. It is still working and capable of producing typed letters. In addition, an early day Victor adding machine is the cynosure of "moderns." Their eyes rest almost unbelievably on the prototype of today's adders — the quaint Victor did not print, but merely showed the totals in dials.

An additional grandfatherly relic is the 60-year old comptometer with a beautiful wooden case that is smartly paneled. And an exotic touch is added for good measure by a strange Japanese implement—not a common abacus, but an old Japanese checkwriter. All in all, it's a display that creates considerable attention and accomplishes its purpose—it stops the crowds. — CMI

MODERN DISPLAY

Tabletop Idea Sells Index Finders

***Howard Office Supplies** features index finders in display.*

■ COVERING THE entire field of mechanical index finders with a single tabletop display which invites the customer to experiment with each one has produced several "impulse sales" daily for Howard Office Supplies of Phoenix, Ariz.

Nick Howard of the management has simply covered the top of a flat table, near the entrance to the store and at a point where most traffic passes, with 15 examples of the handy memo gadgets. Included are push-button, dial, and lever-operated types. All are mounted securely in place and when the customer has made up his mind it is a simple matter to furnish him with its duplicate in the carton ready to take along.

As rapidly as a new item is received, it is simply placed in the front row of the "action display" where it is most conveniently reached, together with a small, informative sign which points out the advantages such as "Save Time—Find That Address at Once."

"The same sort of businessman who enjoys pecking at typewriters on display, turning the cranks of duplicating equipment, is a good prospect for a memo-finder, since its spring-opening action is enjoyable to watch," Mr. Howard said.

"We make a point of indicating the display to every customer who is merely browsing through the store, and suggesting the practicality and popularity of these items as gifts. In many instances, the customer is a housewife, a stenographer or a business girl who can put the memo finder to use as a personal thing—alongside her telephone or at her writing desk. The important thing is to keep them out in the open where the customer can compare various types, find one at a price which suits, and literally 'serve himself'."

Since this open display system was put to work, the simple plywood table on which they were shown has more than doubled index-finder sales.—RAL

Ensemble Display Helpful

■ "INSTEAD OF SECTIONS devoted to desks, chairs, and files," said the manager of the office outfitting firm of Wesbanco Company, Oklahoma City, Okla., "we group complete ensembles of office furniture and supplies. A man coming in to buy a desk, or set of files, on seeing the matched ensemble — furniture, lamp, pictures, files, safe, waste basket hat tree and desk sets—frequently decides to buy a complete office outfit. Even if he does not do so at this time he gets the idea of the harmonious ensemble, and when he buys additional pieces sees to it that they match his first purchase."

The large central window of the firm extends down to the pavement, and an office ensemble set up here is visible in its entirety both to people in the store and those passing by.

Just back of the office furniture group is the pen department, with its cabinet and glass counter holding both pen and pencil sets. This cabinet is spotlighted at night, and attracts the attention of late homeward bound motorists and pedestrians.—WBS

Cartoon Window Features Expanders

■ PERPLEXED PASSERSBY, on the sidewalk in front of Skinner & Kennedy Stationery Company, St. Louis, Mo., were seen to stop and scratch their heads recently when looking into one of the store's display windows.

After a moment's inspection, the average passerby guffawed with laughter, before passing on, or entering the store to make a purchase.

The reason for this was a clever "cartoon window" which the office supply department developed to call attention to the versatility of expander envelopes. Four "scenes" were included in the window, each of them calling attention to a particular facet of expander envelope value. Sprinkled through the scenes were tiny figures, made of pipe cleaners with cut-out paper faces, acting as "props" to spell out the salient features of the popular file envelope.

Novel Treatment

The first showed the interior of a school classroom, with the pipe cleaner figure of a teacher, and rows of students at their desks. Each student was equipped with a miniature expander envelope, as a handy means of carrying school papers, while the walls of the classroom itself, were made up of three expander envelopes. In the corner was a stool, with the "dunce" facing the corner.

This display cited the all-purpose usefulness of the expander file for school work.

Another display was built around the theme "easy vision" and showed a huge pair of spectacles, supported at front and rear, by more of the figures created from pipe cleaners. The spectacles were mounted in such a way that the user would be looking through the index numerals and letters, along each section of the expander envelope.

Feature Toughness

Another scene, played up the toughness of the expander envelope, in which two pipe cleaner prize fighters were slugging it out in the center of the ring. The floor of the ring, as well as the surrounding walls, were made up of more pipe cleaner figures.

A final scene showed the face of a clock superimposed over an expander file, with a miniature figure reaching down from the clock face into the file —the hole indicating that the expander file has use almost every hour.

The miniature display created much merriment, and focused attention on the wide variety of sizes and prices which tough, durable, easily used expander envelopes offer the purchaser. —RAL

Novel Window Signs Up Ball Pen Sales

■ AN EFFECTIVE MEANS of promoting ball point pen sales was developed at American School Supply Company, Denver, Colo., during August, to offset a summer slowdown.

Recognizing the fact that the usual complaint of the ball pen owner is "running out of ink when I need it most," American School Supply Company's office supply department developed an "accommodation offer" which included a nationally-known ball point pen, together with one refill, for $1.00.

Instead of displaying these on the window floor, or on counter tops inside the store as is the usual practice, two colorful, eye-catching signs were made up for attachment directly behind the display window glass. Made up in two sections, each 12 by 8 inches, the signs were headed with the headline "Special —Extra Refill with Every Pen—$1.00." Scotch-taped to each side was one-half of the combination, the ball pen on the right, the refill on the left. Signs were then fastened to the window glass at eye-level, where they naturally caught far more attention than if merely displayed along with many other similar signs in the center window floor.

Setting up the signs in this way struck a responsive chord with scores of downtown business men who, after reading the sign, immediately came in to take advantage of the $1.00 offer. The store sold a record volume.—RAL

Push Helps Pull

Promotion that pulls isn't enough. It's the retailer's push that really makes it pay off. The dealer who tosses an ad mat that he has scarcely looked at to the newspaper men in search of "this week's copy" usually is throwing his money away. The necessary push, in such cases, is lacking completely.

First of all, advertising should be interesting to readers. Results are then determined by the manner in which he and his crew follow it up.

Consider this situation. The advertisement had appeared in the local newspaper. It happened to have a pull somewhat stronger than usual and brought some inquiries, any one of which, if turned into a sale, would have resulted in some highly satisfactory business.

Not a single sale was completed. The dealer was unable to provide complete information when prospects came and was only able to promise he "would get it the next time the manufacturer's salesman came around." Two employees hadn't seen the ad—they tried to find the paper in which it appeared. No one was prepared to follow through.

An unusual case? To be sure. But it well illustrates the fact it's the push as much as the pull that makes promotion pay off.

—Retail Lumberman

the Ad-Viser

by Irving Settel, authority on retail advertising

WEIGH PRESS AD CHOICE WITH CARE

■ MOST RETAILERS of office appliances agree that the newspaper is an effective advertising medium. The fact that newspapers usually offer low cost per reader, excellent market coverage, quick response to promotion and an excellent method for checking results of advertising, make it a popular method of promotion for the office appliances retailer.

However, the retailer frequently is confronted with a choice of one of many newspapers which are being published within his town. As a result, the problem often arises as to which newspaper to choose if the retailer's budget can afford only one.

Weigh Your Choice Carefully

In determining the best newspaper for the placement of your advertising, the following factors are most important to consider.

1. *What is the paper's circulation?* In determining the circulation of the paper the number of readers is not sufficient to make it your choice. Other important factors must be considered.

a) For example where does the paper go? Is the circulation within the area in which your store is located? Is it a city circulation, suburban circulation or country circulation?

b) How is the circulation secured? The best type of circulation that a newspaper can have is a fully paid circulation. By this we mean the circulation which indicates that every newspaper is bought and paid for by its reader. It is possible, however, to purchase a fairly good free circulation. When a paper is handed out free to readers its circulation is not as valuable as when it is sold to readers.

Every Paper Has a Character

c) Is it a delivered circulation or newsstand circulation? Usually a newsstand circulation is more valuable than a delivered circulation since it means that the customer makes a trip every day to the newsstand to purchase the paper and in so doing probably will read the paper more carefully.

2. *What is the quality of the circulation?* An office appliances retailer should have some idea as to the type of reader that is buying the newspaper.

Every newspaper has a character. Some are of the sensational type; others are conservative. All papers usually attract a reader which admires the character of the paper.

It is up to the retail advertiser to determine whether or not the readers of a specific newspaper are potential customers of his store.

Some newspapers owe a great part of their circulation to special features. When people buy a newspaper to read one feature it is usually not likely that they will read much of the advertising.

It also is important that the retailer know the quality of the circulation in order to determine the type of selling copy to use in his advertising.

3. *What is the cost of the circulation?* Every retailer who advertises in the newspaper should become acquainted with the actual cost of circulation.

The cost per reader in the various papers in the retailer's community can be determined by comparing two types of rates, the milline rate and the tru-line rate.

The milline rate: In an effort to establish a common denominator of newspaper rates, retail advertisers are offered a milline rate figure. The milline rate is the rate per line, per million of total circulation or the cost of reaching one million readers with one line of advertising. This is determined by multiplying the rate per line by one million and dividing the result by the circulation.

For example, if a newspaper has a rate of 25c per line and has a circulation of 200,000, its milline rate will be $1.25.

Rates Determined by Area Covered

Tru-line rate: Another common denominator to determine rates for the advertiser is the tru-line rate which is the rate per line per million of circulation within the trading area of the store.

If a newspaper has a 100% of circulation in the trading area its tru-line rate is the same as its milline rate. However, let us consider a newspaper which has a 250,000 circulation but only 200,000 of that circulation is within the trading area, leaving 50,000 circulation outside the trading area.

In this way its trading area circulation is similar to the first newspaper we mentioned. It has a milline rate of $1.00 on its total circulation and a tru-line rate of $1.25.

Heyer Helps to Welcome Travelers . . . *Tommy Bartlett, star of CBS-TV "Welcome Travelers" show, turns out copies on the Heyer Conqueror spirit duplicator chosen for presentation to business people or organization representatives who are guests on the nationwide television show. Standing by are Mrs. Esther Manz and Mrs. Pedtke, first persons to receive the Conqueror on television. These ladies recently established a new office for their TOPS (Take Off Pounds Sensibly) organization.*

OFFICE FURNITURE

by STERLING LORD
president,
Wood Office Furniture Institute

Two Factors Hold Promise of More Profit

A Look at Wood Office Furniture Industry

■ THE TREND TOWARD the more extensive use of wood office furniture by busines executives continued during 1954 and manufacturers were heartened by two factors that hold the promise of bigger and better profits in 1955.

The factors were (1) the increased interest shown by dealers in the longer discounts and additional profits offered by wood lines, and (2) the growing appreciation of business executives for the warmth, beauty, and increased employee morale created by the use of wood equipment in both private and general offices.

A Barometer

Another prosperity barometer was the increased interest displayed by dealers in the Wood Office Furniture Institute's Certified Office Planning Service.

The first COPS (Certified Office Planning Service) installations were made in dealers' stores in September, 1953. Today, there are 86 COPS dealers throughout the country and the success stories which are pouring into WOFI headquarters in Washington demonstrate clearly that more COPS subscriptions will develop during 1955.

One Iowa dealer reported that, through the use of the COPS selling tools, which enable subscribers to plan an entire office modernization program down to the physical layout of equipment and the color of the draperies, he increased his wood office furniture sales by an incredible 2,000%. He gave the credit for his amazing spurt in sales to the COPS "package" plan.

In Ogden, Utah, two young ex-GI's opened an office equipment business atop a garage. Since then, they have made four moves into increasingly larger quarters. One typical story which illustrates the reason for their mushrooming prosperity was told as follows:

A physician asked the price of a desk for his nurse. The salesman moved the conversation over to his COPS office layout board, on which he quickly laid out the floor plan of the doctor's clinic by the use of the scale-model furniture pieces. The result: a complete modernization job—price, $2,000.

The foregoing helps to explain why the *Woodworking Digest,* at the annual luncheon meeting of the Forest Products Research Society last May in Grand Rapids, Mich., awarded the Wood Office Furniture Institute a plaque.

WOFI Honored

The plaque cited WOFI as the trade association in the finished wood products field which had made the greatest contributions during 1953 "in advancing public understanding of the advantages, values and use of wood over other materials."

The Institute's program for stimulating the sales of wood office furniture has included national advertising in leading business publications, both horizontal and vertical; stimulating the merchandising methods of the industry; co-operation with other associations in allied fields; hiring top industrial consultants for development of the COPS program; equipping subscribing dealers with the tools and training to offer complete decorator services to customers. Also instrumental has been promotion of the industry through editorial publicity in newspapers, magazines, and other outlets.

So much for the past. We are beginning a new year which holds new promise. We hope to translate much of that promise into reality through concentration on five objectives. They are:

Members Wanted

1. Renewed efforts to enroll all wood office furniture manufacturers as Institute members to increase the effectiveness of the industry and thereby expand the industry sales. The Institute now numbers 20 manufacturers in the United States and Canada. There are approximately 10 non-member manufacturers in the nation who have important influence which they could channel more effectively into the wood office furniture field by joining the Institute.

2. Continued expansion of the COPS program. The portion of the program cost which is borne by the dealer has been sharply reduced. The dealer pays $450 for his initial COPS sales tools. In the past, however, the annual subscription fee, based on a sliding scale, has ranged from $200 to $500. The annual fee now has been reduced to $150 a year.

3. A new national program of full-day sales clinics, to be held for COPS' dealers' salesmen in 35 major cities during the year. Institute staff mem-

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Ensemble Selections Shorten Time Used in Selling and Broaden Profit Volume

by GRACE BEYERS
correspondent

Exterior View . . . of Continental Office Furniture Co., New York City.

■ A SELECTION OF office ensembles dominates the show room and display windows at Continental Office Furniture Company, 540 Broadway, New York City. Called "Packaged Economy," development of the program is a natural outcome of the firm's regular sales program and was set up to satisfy popular demand.

Primarily interested in selling principal office pieces, the firm's initial advertising features such furniture. However, it was found that when most people purchase, these buyers usually require other accessories to go with the desks and chairs, and indicated a preference to do it all at one time in one place. This prompted the idea to create an all prepared, blended unit. The object of the operation was twofold—satisfy demand and solve the problem of decoration. Ordinarily, purchasers do not know how to blend styles and desks appropriately so the ensemble does the job for them, saving them the necessity of calling in an interior decorator.

Continental prepared about a half dozen sets in different lines and styles, each consisting of eight matching pieces:

An executive desk.
Upholstered swivel armchair.
Upholstered matching chair.
Fluorescent desk lamp.
Coat tree.
Desk blotter.
Desk tray.
Waste basket.

A printed folder explaining the "Packaged Economy" idea and listing the suggestions from which to choose was mailed to a selected mailing list. Newspaper ads were also used to promote it. Both mediums developed very favorable sales return and revealed a greater potential market for the larger, as well as the smaller buyer. "Packaged Economy" was incorporated as part of Continental's overall program and ensembles were developed to appeal to the buyers in all price ranges.

The show room now contains a wide selection of these "Packaged Economy" units in a variety of styles, colors and prices. Additional suggestions are prominently displayed in the two street level windows. Two cards are placed on the desk of each set, one labeled "Packaged Economy," the other contains a list of what is included at the price specified.

Outside salesmen do not actually solicit this feature but talk about it and invite the customer to the show room. This has proved to be the best medium for closing the sales.

Ads Helpful

Newspaper ads presell a surprisingly good percentage to transient trade.

Proportionate reduced handling and delivery costs and, of course, shorter selling time broadens profits on this particular item. The price card explains that the customer receives a percentage of this saving by purchasing in this manner.

Charles Levin, owner and president, feels that only through making the customer aware of what he is getting and why can one build the confidence so necessary to lasting relationship. He established Continental in a very small store in 1915 and later moved to the Broadway address where they have been for 30 years.

The company owns the entire six-story building covering 30,000 square feet, comprising two show rooms, storage floors, a wood shop for reconditioning wood furniture and a steel shop where work is done only on steel equipment.

Have Large Staff

Ross Levin, son of the founder, manages the concern. Six salesmen work in and outside and 18 other employees complete the staff. The company also maintains its own facilities for delivery.

Direct mail in conjunction with newspaper ads cover another profitable phase of Continental planning. In this respect, newspaper ads were laid out and arranged for insertion to promote a new line. A few days before the ad appeared the firm mailed a notice to customers announcing a "Preview Sale." A cut of the intended ad appeared on the right hand side of the 11 x 14-inch

(Turn to page 32, please)

***Attention-Getting** . . . An enlarged photo in the Walsh firm window calls attention to the beautiful downstairs office furniture department.*

Walsh Brothers, Phoenix, Ariz., Expand from Office Machines to Furniture; Find It Profitable

Permanent Model Offices, Professional Decorating Service Help Swell Sales

■ BECAUSE HE WAS willing to invest a considerable amount in permanent model offices, plus a competent, professional decorative and planning service "with the woman's touch," Dick Walsh, head of Walsh Bros., Phoenix, Ariz., has one of the country's most impressive volumes of office furniture during the past two years.

Mr. Walsh started out in 1919 as a typewriter and office machine dealer and "plugged along" with moderate success until 1939, when he convinced himself that office furniture promised the greatest future. Phoenix in 1939 was showing evidences of the population boom which materialized a few years later, and which has more than doubled the size of the city since the beginning of World War II.

Mr. Walsh had plenty of opportunity to observe the operation of office furniture dealerships and in many instances, he felt that he could improve upon existing methods. When he finally decided to get into the office furniture field himself, he immediately concreted some of the plans brewing in the back of his mind.

One of his chief problems in the office furniture field was that of space. Walsh Bros. had a top-notch location from a traffic standpoint, on the fringe of Phoenix' downtown shopping district, but were hampered by lack of street level space. There was available only a small showroom, some 50 feet deep by 20 feet wide, while in the basement below, there was plenty of space for office furniture display of impressive size.

As soon as he had set up the big basement showroom, one of the largest between Los Angeles and Chicago, the street level showroom was "tooled up" to draw traffic to the basement. Posted at the side of each window is a sign which points out "Welcome! You are cordially invited to browse around our office furniture display downstairs—one of the largest in the Southwest. Dick Walsh."

In a window facing heavy traffic, on W. Monroe street, the Arizona dealer hung a 4x2½ foot photographic view of the downstairs store, as an additional "lure."

In the downstairs store, with dimen-

***Talking It Over** . . . Dick Walsh (left), Mrs. Wilmo Grosso and a prospect talk over a steel office furniture design.*

sions of over 100x100 feet, Mr. Walsh started out on the basis of "displaying every piece of furniture the way the manufacturer would like to show it" and he has stuck to that theory ever since.

With rich pastel walls, a polished asphalt-tile floor, plenty of space for "ensemble display," the office furniture department is lighted by standard overhead fluorescent troffers, as well as by scores of lamps. Here, with space divided approximately 60-40 between steel and wood, Walsh Bros. invite visitors to "browse" unattended, calling for a salesman only when ready to ask questions, or make a purchase.

Produce Own Ads

From the first, likewise, every newspaper ad used by Walsh Bros. has been individually produced by the store, with no stereotyped cuts or copy. Each ad plays up the invitation to visit the downstairs store.

On this basis, Mr. Walsh got off to a far better start than he had expected. It was not until two years ago, however, that he found it possible to set up the sort of merchandising tools which he has always planned.

The first of these was the installation of six permanent model offices, which fill up the entire first-floor showroom, except for a small area back of the windows which is kept free for the display of typewriters and other office machines.

All of the offices are bright, cheery examples of modern trends in office design, each partitioned from its neighbor by a handsome drapery, and completely harmonized. Each is designed to appeal to a specific type of businessman, the young executive, older directors, presidents of large concerns, the professional man or sales manager. Although none of them is titled, almost every prospect finds the model office which fits his own requirements and taste—and in 90% of all cases, the company's layout proves to be right.

Each of the offices was accessorized by using the desk as a starting point, adding other essentials one by one. Each contains planters of living plants, and betrays a "woman's touch" which Mr. Walsh has found definitely helpful. Colors through the offices run the gamut of pale pastels to deep dark rich tones.

Invitation . . . *Dick Walsh invites browsing by prospective customers in the furniture display department.*

Are "Permanent"

Perhaps the most surprising aspect of the model offices which fill up most of the first-floor showroom, as well as six even more elaborate in the downstairs store, is the fact that they are "permanently furnished." The furniture and accessories are not on sale, but rather, serve as permanent reference points for the executive anxious to plan an office of his own.

Considering that all of the 12 model offices are as completely equipped as possible, it can be seen that Walsh Bros. has tied up a substantial amount of capital in the display. "Naturally, from season to season, as new furniture developments come along, we find it necessary to re-equip some of them," Mr. Walsh said.

Treasure House

All of Walsh Bros. eight salesmen make continuous use of the model offices as reference points, bringing their prospects to the store, and carrying photographs of them around as part of the sales book. Until early this year, each also was a practical designer in his own right, trained by means of classes held in the Walsh Bros. down-

Dual Purpose . . . *Desks and machines in use in Walsh Bros. business office are the same as those sold on the display floor.*

stairs store, with manufacturers' representatives and interior decorators.

This brings us to the second major change, which Walsh Bros. has applied to office furniture merchandising. Here again, the firm has scored a conspicuous "first" with the setting up of a completely equipped, authoritative "office furniture engineering department" under management of Mrs. Wilma Grosso, a veteran interior decorator, who joined the Walsh Bros. staff in January of last year. Announcing her appointment with a "white space" newspaper ad, Walsh Bros. introduced her as "specializing in fine executive and professional offices," pointing out the long experience which Mrs. Grosso has gained in many years of home decorating.

Like Woman's Touch

While a woman is a distinct rarity in office planning, Mr. Walsh wisely believed that most men "wished they had a woman's help" when setting up a new executive office, and results have proven him right. There has been a sharp increase in the number of "complete office" sales rung up by Walsh Bros. since the addition of Mrs. Grosso.

With an office in the downstairs store adjacent to that of the sales manager, Mrs. Grosso is completely equipped with drafting, printing, and other art materials, a complete "library" of past installations throughout the country and huge scrap books of practical ideas.

In a "Package"

When an office furniture prospect asks for help, Mrs. Grosso visits the office, measures all space, makes up a pencil sketch, or even a water-color elevation of what the final results will look like, recommends all accessories, wall finishes and color, draperies and lamps and returns this as "a package" to the prospect. Every presentation is complete with all specifications, including total price.

How well Mr. Walsh's merchandising methods have caused customers to "reach for their checkbooks" may be seen by the constant sales increases which the store has experienced. Using 1947 as a base, when sufficient office furniture became available after the war, Walsh Bros. showed a 100% increase during the following year.

Sales volume held at that point until 1951 and 1952 when there were increases of 40% and 60% respectively. During 1953, sales volume increased another 40%, amounting to 240% over the base year of 1947.

Mr. Walsh credits these increases to the establishment of new industrial plants in Phoenix, construction of new office buildings, a vast increase in the number of professional men as well as to the model offices, and the aggressive selling of his eight salesmen.

The fact that unit volume has been almost without exception double that of 1951, is definitely ascribable to the 12 model offices.

With the permanent model offices, a "live" staff and the advantages of the "feminine touch," Mr. Walsh sees no reason for gloom.—RAL

Ensemble Selections Shorten Selling Time

Continued from page 29

paper used for the notification. The left hand side announced "Preview Sale" in bold black type and beneath it a cut of a letter appeared, on letterhead, telling the account he was getting a preview of an ad that would appear at a later date in a newspaper, giving the name and date of insertion.

Offering top service and performance, upholding fair values, selling on a money back guarantee, Continental believes builds the kind of good business relationships necessary for successful operation. "Packaged Economy" incorporates all factors and profitably.

A Look at Wood Office Furniture Industry

Continued from page 28

bers will conduct the meetings, present selling talks, slides, and movies.

4. Strengthened advertising, editorial promotion, and the use of television and direct mail to convince consumers of the advantages of modernizing their offices by the use of wood office furniture. The Institute now circulates color prints of its office modernization motion picture to live audiences through the 28 offices of the Modern Talking Picture Service and also black and white prints to television stations. The number of black and white films is being doubled this year, and the color film library will be augmented with additional film prints.

5. Increased assistance to all office furniture dealers, regardless of their COPS affiliation, to help them sell more wood office furniture. Literature is being prepared to that end. Dealers will be furnished with all data available on market trends and conditions, the results of new research on products and furniture design, information on sales techniques used successfully by other dealers, and suggestions on how they can stimulate their sales in their communities.

A Giant Stride

If we reach these five objectives, or record substantial progress in only several of them, we will have taken a giant stride toward a new, almost unimagined prosperity in this fruitful field.

Let us be frank about the industry. For many years, wood office furniture manufacturers and dealers prospered on replacement and expansion business. Salesmen have merely taken orders. They have not, however, tapped—or even tried to tap—resources which are available to us all.

This mother lode exists in the form of thousands of offices—in every community, regardless of size—which desperately need modernization but do not realize it. Today, we are equipping the dealer with the knowledge and selling tools, based on scientific research, which enable him to bring business executives to the realization that they need modernization.

Some Lost Out

Modernization is needed not alone for appearance, although no self-respecting businessman wants to live in a shoddy office. Nor does he want his office to have the antiseptic, penitentiary atmosphere characteristic of some offices. Few executives realize how much they lose in dollars and cents through unplanned office layout, poor acoustics, the improper use of colors, and many other factors contributing to widespread office inefficiency.

We in the Institute sense this, and our work is dedicated to helping the dealer recognize this potential. The program is dedicated, also, to equipping the dealer with the knowledge, training, and sales tools which will enable him to convert prospects into profitable sales.

We know that if the dealers of this nation tap only a small percentage of this tremendous potential, every manufacturer of office furniture in the United States will have more business than he can possibly handle.

Know Your Office Furniture from A to Z

by DONALD C. TAYLOR
special writer

Effective . . . Furniture Display at Snyder's in St. Joseph, Mo.

■ IS OFFICE FURNITURE just furniture? Or is it a science? Snyder's Office Equipment Company, St. Joseph, Mo., believes it's much more than just furniture.

"You can go out and sell in two ways," says W. Burris Snyder, owner.

"You can take for granted that a good line of furniture can be sold anywhere—without closely examining all its uses.

"Or you can 'post' yourself.

"You can learn to describe posture angles, and you can learn the architectural necessities of a room. If a number of people work there, it's all the more advisable.

"You can get informed on the various types of machines—and the various types of furniture—to plan the entire office as it should be."

Here's Example

Mr. Snyder speaks of a certain example, among many, to illustrate this point.

When a customer himself tells you of two salesmen—and how one failed—that sort of nails down the illustration.

Mr. Snyder was asked in and the sale went like this. He laid out the plan for the buyer. It was asked that the details of each product be explained thoroughly. He showed the correlation. The particular order was between $1,200 and $1,500. The buyer told him he understood his recommendation, would take it.

He Wouldn't Wait

Later, he told him about the other salesman who had tried to sell similar equipment. "He couldn't answer my questions," he growled . . . . "Had to go to someone else to obtain these answers.

"I wasn't willing to wait—*and* I rather doubted the accuracy of a chain-correspondence answer for special needs I'd explained."

Here's an effective way to sell posture furniture. Or so this store has found:

When making calls, spot a girl who needs a posture chair.

The next time you go back, take a chair.

This recently sold 19 or 20 chairs to go to one office.

Mr. Snyder furthers the illustration by telling of a girl in his residential neighborhood. She bewailed the fact she was so tired. Said she felt ill because of it. "What kind of chair do you use at your office?" he asked her. The answer was she had no specialized modern chair. He was able to recommend and sell one to the office because of this and that sale brought additional ones.

Tell Each Other

People come in to Snyder's from northern Missouri, from Iowa and Nebraska. Why? One reason could easily be they hear of recommendations made by Snyder's to other customers. Has anything been discovered to outrun the theme—"When One Customer tells Another?"

Snyder's also advertises with solid persistence, and thinks out a schedule. Its copy tells what the machine or item of furniture *does,* or shows what it *looks* like, or ties it in with a timely topic or thought. Each ad, therefore, bears a message. It is not scatter dust.

Take for instance an ad which might really serve as a model! The heading—"Now at a Sensationally Low Price" at once attracts attention. The display arrangement is equally, perhaps even more effective. Use of a reverse plate brings a strip of black, or dark gray, out strongly in the ad. *Copy ad tells what the machine does.*

Yet is its clear that still more details need to be given in the personal interview with the buyer.

Each part of this ad sells. The ad contains no "floating" layout sections. The signature is also strong, well displayed.

Snyder's location is a favorable one. People pass by going to a bank, and the store is next to St. Joseph's tallest building.

A survey of recent years indicated about five or six times as many folks pass by this area as past any other.

Snyder's plans a spot program of television advertising. It sold the television station their office equipment.

Snyder's frequently carries in its ads a reference to the urban cultural undertakings.

The owner of the store has considerable contact with other business men through lodge, and other groups.

Many Inquiries

People often flood Snyder's with inquiries about its separately installed display of office furniture adjacent to the main store. It's used only to display office furniture.

The section is reached through a wide entrance leading into it from the back of the store. It has the open-vision, all-glass front.

The fact they can see "all this good looking furniture," yet can't reach it at once, appears to stir curiosity.

Further to heighten curiosity the store personnel is constantly at work changing the furniture around, replacing some pieces and so forth.

(Turn to page 38, Please)

Installations

Seating Comfort *. . . The new offices of the Parker Pen Co. in Janesville, Wis., feature Gunlocke Ranger chairs and also the Champion chairs made by W. H. Gunlocke Chair Co. in both genuine leather and fabric. The offices are unique for their unusual lighting effects. The chairs were supplied by Blied, Inc. of Madison, Wis.*

Executive *. . . This executive office in Metropolitan Savings & Loan institution in Dallas, Tex., was equipped with Leopold desk and directors' table by Clarke & Courts of that city. The luxurious beauty of appointments was secured through the combination of wood and leather.*

Institutional *. . . An air of quiet dignity is imparted to the consultation room of Metropolitan Savings & Loan institution in Dallas, Tex., by the use of Leopold desks. This installation in wood was made by Clarke & Courts of Dallas.*

Installations

B. L. Marble Seating . . . *A directors' room in the Mutual Savings Life Insurance Co. offices in Decatur, Ala., is equipped with comfortable B. L. Marble chairs in the Nos. 4008 and 4040½AF design. This installation of executive seating was made by Shelton's, B. L. Marble dealer in Decatur.*

Streamliner Mode . . . *The Sterns-Roger Mfg. Co. selected for its new, functional building in Denver Streamliner metal desks and other Streamliner equipment manufactured by The Globe-Wernicke Co. Shown here in the handsome private office of the purchasing agent Streamliner equipment includes a conference desk with overhang at back, telephone stand, panel end table, two-drawer Globe-Guard executive files and Streamliner accessories—all in decorative, smart copper tan. Joe Gibbs of Utility Office Supply Co., Denver, handled the complete installation.*

Space Conservation . . . *Previously wasted space in the third floor grand ballroom of a private mansion has been converted into office room for 18 agents of the Willard Momsen Agency, Milwaukee, Wis., insurance firm. The 1,250 square foot area was divided by Arnot Jamestown Partion-ettes in steel topped with panels of bandfrost glass. The Partion-ettes were installed without attachment to floors or existing structural walls. The installation was designed and made by the Auckley Equipment Co. at a cost of around $145 per employee.*

Choose Myrtle Desks . . . *The Hansell Bros., Ltd., New Orleans, recently completed this distinctive installation for the National American Bank of that Louisiana city. Desks and tables in frosted walnut are from the Raleigh series by Myrtle Desk Co.*

Color Plays Vital Role In Store

■ COLORFUL SETTINGS and colorful displays are leading features in the merchandising set-up of the revamped and remodeled Pacific Desk Company Los Angeles, one of the largest office furniture retail stores in southern California. Even the fabrics used in settings are chosen with the greatest care to make the most effective foils for the merchandise shown.

The lavish use of pictures is involved in this plan, oftentimes original oil paintings being chosen to bring out the best in office appearance. The use of original paintings has worked out well also as a means of boosting sales of such paintings themselves for office purposes.

Pacific Desk Company held "open house" recently with a number of the city's leading executives as guests. The remodeled and redecorated show rooms were viewed by businessmen from a large area.

This company was established in 1913 by the late Ted Peirce, a very colorful figure in the office furniture picture throughout the entire United States. During a long business life he insisted on a high standard of merchandising displays and aimed to keep the entire store, both in appearance and policy, on a top level. The present president is Deane Walker, a man widely known because of his long service with Remington-Rand. Bob Ervin is general manager and takes responsibility for the active operation of the business. Harry Ryan, who has been associated with Pacific Desk Company for about 20 years, is vice-pres

(Turn to page 38, Please

On Parade . . . 1. Display of the Leopold document grouping designed by Beeton. It is carried in natural walnut featuring matching sculpture chairs upholstered, in this case, in pine green leather. 2. Display of Steelcase furniture in Desert Sage. Chairs shown are upholstered in U.S. Rubber's elastic Naugahyde in persimmon. 3. Small executive display in the Guild Galleries featuring Stow Davis' Progression 3 grouping with black antique leather in the executive chair and in the sliding door of the desk servier. Pictures are Executive Furniture Guild items.

How PANAMA-BEAVER combats AFTERNOON BLUR and saves you money

"Afternoon Blur"—otherwise known as Eye Fatigue— is familiar to everyone whose job involves long sessions of typing and paper handling. Few offices are without this "optic ogre" that reduces efficiency and accuracy . . . runs haywire with office costs.

PANAMA-BEAVER solves this problem . . . keeps production in full swing from 9 to 5 with a complete line of products *engineered for better vision!*

Take the new EYE-SAVER Uni-Master for spirit duplicating. Fuller-bodied, uniformly coated, it now comes in a soft, glare-free tint that relaxes the eyes, relieves harsh contrast, permits faster work.

And you'll find the same scientific "Vision Engineering" in *all* PANAMA-BEAVER products, from Hypoint colored carbon papers to Lustra Colorful Inked Ribbons that *harmonize* with all papers and letterheads.

MAIL COUPON BELOW TODAY and discover what PANAMA-BEAVER "Vision Engineering" can do in your office!

PANAMA-BEAVER
Ribbons and Carbons
Coast to Coast Distribution
MANIFOLD SUPPLIES CO.,
19 Rector Street, New York 6, N. Y.

MANIFOLD SUPPLIES CO.
19 Rector Street, New York 6, N. Y.

Gentlemen:
Please have the Panama-Beaver representative show me how "Vision Engineering" can increase production and cut costs.

Name.....

Company Name.....

Company Address.....

City.....Zone.....State.....

Planned for Display . . . *Partial view of main floor, one of four Pacific Desk display floors.*

Color Plays Vital Role

Continued from page 36

dent and works closely in sales with the firms that long have been customers of the company.

The store is an exclusive dealer in Los Angeles for Stow-Davis furniture and the products of the Leopold Company. It also has a Steelcase franchise.

Pacific Desk has occupied its present quarters since 1932. The building has a total of six floors offering approximately 40,000 square feet of floor space. This enables the company to have sufficient space both for displays and warehousing at the same location, 1031 S. Hill St., Los Angeles.—JET

Know Your Office Furniture from A to Z

Continued from page 33

There is plenty of space for a wide range of equipment. The store always has handsome items everywhere.

Once, at the front of the display space, a large, expensive chair was left for a long time. This brought comment. It led directly to sales.

Mr. Snyder says he finds this plan much superior to typical office furniture practice of many years—of placing the furniture upstairs, at the rear of the store or on a balcony.

"I'm a long way off from all answers," Mr. Snyder asserts. "I'm sure of it."

In 1934 Snyder's was opened across the street from the present location. It was moved to the present store in about 1937. It had only the one room in 1937, took the other in 1953.

Mr. Snyder began with Remington Rand in 1928. In 1932, he started the present business by renting desk space in another man's office. The other man took his phone calls.

"A salesman must be able to sell himself," Snyder's says.

"To sell himself he must first know his merchandise. That makes for confidence.

"He has to want to sell!

"Have the information and perspiration to go and sell and succeed."

Mrs. Snyder sells in the store. She helps buy. Service personnel—inside employee—outside salesman—all have to be willing to absorb precise matter about merchandise.

Tub File Desks . . . *Five all-steel tub file desks were furnished by Neubauer Mfg. Co. for punch card sorting in the Minneapolis, Minn. offices of Northwestern Bell. This is said to be the only installation of its kind in the country. Although currently being used to analyze long distance operator time samples, Northwestern Bell has scheduled a variety of jobs for these desks. The manufacturer states that the design provides for any type ticket analysis work.*

Easier to sell...Easier to rent...Easier to service

from
$89.50*

model shown
$107.50*

Smith-Corona

*Price for all states permitting Fair Trade Laws. Subject to change. Federal Excise Tax extra on Adding Machines.

The lowest price, full-featured Adding Machine in America!

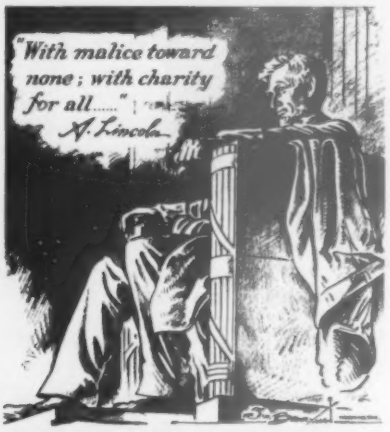
The Smith-Corona Adding Machine is "the best bet" for dealers, for three very obvious reasons: (1) Low retail price. Actually the lowest price, full-featured Adding Machine in America today. (2) The perfect rental machine — because of your low dollar investment and high return. (3) Freedom from service needs. Service calls and complaints, no matter how minor, eat up profits fast. The Smith-Corona Adding Machine is really rugged and practically foolproof. Dealers everywhere appreciate this, knowing that their net profit is all that it's supposed to be.

A fourth reason could well be its high capacity, high versatility and applicability to almost every type of business and office you'll ever encounter. Then of course there's the name — Smith-Corona. It's well known and accepted in business and industry all over America.

Smith-Corona Inc Syracuse 1 N Y Other factories in Toronto, Brussels and Johannesburg. Makers also of famous Smith-Corona Office Typewriters, Portable Typewriters, Cash Registers, Vivid Duplicators, Ribbons & Carbons.

Brotherhood Week Set February 20-27

Nation-wide observance of Brotherhood Week, sponsored by the National Conference of Christians and Jews, will be held February 20-27. President Dwight D. Eisenhower is honorary chairman of the observance. Ben Duffy, president, Batten, Barton, Durstine & Osborne, Inc., is general chairman.



NO BETTER WORDS THAN THESE TO DESCRIBE "BROTHERHOOD"

The 1955 theme is "One Nation Under God."

Special events in more than 10,000 communities throughout the United States will mark Brotherhood Week. Educational institutions, religious and civic organizations will participate. Programs will extend the work of the National Conference which stimulates year-around programs in schools and colleges, churches and synagogues, labor-management and community organizations, and in newspapers, magazines, motion pictures, radio and television.

The purposes of Brotherhood Week, according to Dr. Everett R. Clinchy, president of the National Conference, are to give people an opportunity to rededicate themselves as individuals to the ideals of respect for people and human rights. "We try to dramatize the practical things that people can do to promote an understanding and realization of those ideals. Brotherhood Week is essentially a campaign against the prejudices and bigotries that disfigure and distort religious, business, social and political relations."

***Golden Typewriter** . . . for a golden anniversary. Maj. Frederick Sullens, a power in southern journalism for half a century, types a few paragraphs on a gold-plated typewriter presented to him at a dinner in his honor. Watching the famed editor of the Jackson (Miss.) Daily News is F. M. Abernathy, Underwood Corp. regional manager, who made the presentation.*

Robert Goldblatt Now Identification Expert

Robert Goldblatt, owner of the Star Typewriter Company, Chicago, declares he has "solved the loss of business to discount houses." During the past two years he has been a typewriter identification expert in some famous criminal cases.

In one case, declares Mr. Goldblatt, his client was awarded one third of a million dollars.

Mr. Goldblatt's new vocation of typewriter identification expert is listed in the Chicago Red telephone book.

Sometimes, we forget that the smile sells more goods for you, that the "hello" does more business than the "what do you want?"

***Hourglass Award** . . . is received by Hugh L. Clary, president of Clary Multiplier Corp., in Los Angeles. Mr. Clary was one of 12 community leaders honored by Minute magazine for contributing to the growth of Greater Los Angeles during 1954. He was noted "for building one of the country's fastest-growing manufacturing firms."*

Nathan, Kahlert Aid Polio Fund Campaign

Seymour Nathan, president of Charles S. Nathan, Inc., and James H. Kahlert, general manager of Clark & Gibby, Inc., and president of the New York Chapter of the National Office Furniture Association, are serving as chairman and co-chairman, respectively of the Office Furniture and Equipment Division of the 1955 Greater New York Campaign of the National Foundation for Infantile Paralysis.

Their appointment was announced by the general chairman of the drive, Laurence S. Kennedy, president of Marsh & McLennan, insurance brokers, who said that all branches of commerce and industry are working on the drive.

The Greater New York Campaign has a goal of $4 million as its share of the $64 million urgently needed by the National Foundation.

In accepting the chairmanship, Mr. Nathan, who also spearheaded the drive in the industry in 1952 and 1953, pointed out that the National Foundation for Infantile Paralysis has assumed greater responsibility than ever before with the advancement of its fight against polio into the vital phase of prevention.

Assisting him and Mr. Kahlert in waging a successful campaign will be a committee which includes Daniel Waldner, D. Waldner Co.; H. A. Clemetsen, Office Furniture Warehouse Co.; Irving Kramer, David Kramer, Inc.; Oscar E. Widman, Desks, Inc.; Lawrence Clark, Dancker and Sellew, Inc.; Bernard H. Nemlich, Regan Furniture Corp.; Joseph Wallace; Sam Katz, Art Steel Co., Inc.; Harvey Bright, Bright Chair Co.; Joseph Rubinstein, Addressing Machine and Equipment Corp.; Irwin Casper, Irwin Casper, Inc.; Moe Turman and E. E. Gilbert, Metwood Office Equipment.

Charles E. Rufner
V. P. and Gen. Mgr.
H. S. Crocker Co., Inc.
San Francisco, Calif.

$6000 TECHNIPLAN SALE BY WEST COAST G/W DEALER

It didn't take long for H. S. Crocker Co. to realize what confronted Western Asbestos Company's San Francisco office. Over-crowded working conditions, a need for additional personnel and no room for expansion presented a real problem.

After considering many competitive brands of office furniture, Western Asbestos chose Globe-Wernicke TECHNIPLAN Modular Office Equipment. A combination of sound selling principles and a first class product landed the sale. Here's what TECHNIPLAN did for their customer. TECHNIPLAN increased their number of work stations in the same area, and at the same time allowed additional space for future expansion. With no further changes in decor, this installation alone beautified and modernized the office entirely. Lighting was so enhanced with TECHNIPLAN'S new colors that plans for an expensive new lighting system were dropped. Work flow and employee morale factors were greatly increased by the comfort and complete efficiency of Globe-Wernicke TECHNIPLAN.

Here is real customer satisfaction, the kind that means repeat business . . . more profit for H. S. Crocker Co. and for *any* smart dealer who sells Globe-Wernicke TECHNIPLAN. Now is the time for *you* to put your selling weight behind this great name.

GLOBE-WERNICKE

Manufacturers of the
World's Finest Office Equipment,
Systems, Filing Supplies and Visible Records.

Cincinnati 12, Ohio

NEW EQUIPMENT AND SUPPLIES

YOUR ATTENTION, PLEASE!

A new method by OFFICE APPLIANCES to expedite flow of additional information to dealers on products carried on our **New Equipment and Supplies** pages now is in effect. The "key" to the plan is simple.

Each item carries a number. If it interests you, circle the corresponding number which appears on the Handy Inquiry Card directly in front of the inside back cover.

Your inquiry will obligate you in no way. OFFICE APPLIANCES will speed your request to the manufacturer and the magazine will bear postal costs.

Sales Stimulators will be handled in the same fashion with this exception: the Sales Stimulators department in its entirety is carried on the Handy Inquiry page immediately preceding the inside back cover.

We believe you will like the service. Why not try it?

SUPER ELEVATOR FILE

Diebold, Inc.

The company has announced the development and availability of four new accessories for use with motorized Diebold super elevated files. **Figure 1** illustrates its mobility; the unit can be moved anywhere on the wide posting shelf. It contains two banks of push buttons that bring any record to operator's finger-tips within seconds. **Figure 2** points out two pull-out shelves that materially increase work area. **Figure 3** draws attention to two demountable trays for use as in and out work baskets. **Figure 4** spots a handy compartment for personal use. **(Inquiry Card No. 3.)**

FOLDING TABLES

The James P. Luxem Co.

Designed to provide efficiency with comfort is Luxem's 1955 line of Luxwood all purpose folding tables. The company states the new "contour comfort" styling increases seating capacity by providing free knee space at legs and ends of table. Four models are available in popular sizes. A simple locking device holds legs securely against accidental release. **(Inquiry Card No. 7.)**

HECTOGRAPH

Columbia Ribbon & Carbon Mfg. Co., Inc.

Available to the trade is the company's marathon blue super-coated Ready-Master hectograph. Columbia reports the use of a distinctive blue non-water soluble dye, sealed in the unit, makes it exceptionally clean to handle from the preparation to the duplication. It is particularly designed for use where an attractively colored, medium number of sharp, clean copies are required. **(Inquiry Card No. 2.)**

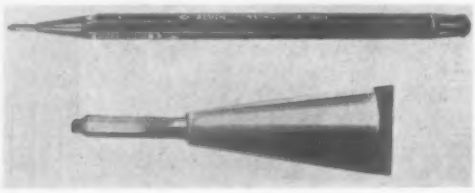
SWIVEL CHAIR

Maso Steel Products, Inc.

The company reports its new No. 3,000 all steel swivel chairs embrace strength, beauty and comfort. A special feature is the new saddle shape seat which is contour vented and equipped with perforated elastic Naugahyde upholstery for cooler seating. The chair comes in six different basic metal finishes and with a choice of upholstery. The back has bumper pads to guard against damage to walls or chair. **(Inquiry Card No. 23.)**

LEAD HOLDER

Alvin & Company



Recently placed on the market is the company's new flat propelling lead holder called the Alvin Constructor especially designed for precise work by engineer or draftsman. The flat ribbon lead inserts, Alvin reports, never require sharpening and can be used to the last fraction of an inch, thus assuring practically 100% usage. The versatile holder can be employed for block printing as well as regular writing. It is made of the finest hard rubber and is light and durable. Lower photo shows a closeup of tip. **(Inquiry Card No. 28.)**

printing press quality

sell the revolutionary mimeograph

The B D C mimeograph produces the kind of copies often referred to as printing press quality. Each character is clean and sharp. There are no ragged, feathery outlines that typify ordinary mimeograph work. The secret is the unique B D C design that has revolutionized mimeograph standards. Similar to a printing press, the B D C uses the same kind of ink printers use—a heavy paste that cannot flow or spread or feather. Because this quality result is inherent in the machine and ink, any office worker gets printing press quality routinely—yet always stays clean because the B D C can't leak. *Write for complete dealer information. Bohn Duplicator Corporation, 444 Fourth Avenue, New York 16, New York.*

$179.50 +FET

BDC REX-ROTARY

VICTOR "600" LINE — THE MODERN SMALL SAFE WITH

BIG SAFE

Never before has there been a modern small safe with so many big safe features. Here's the answer you've been looking for to the business need for an attractive small safe that provides the assurance of big safe record protection. The Victor "600" Line has been completely redesigned with many asked-for functional features. It's been moving fast and it's easy for you to see why. Your customers see it as an exceptional value!

Every feature is a selling point for you . . .

Hidden door hinges . . . Multiple-feature lock and handle unit . . . Concealed swivel casters . . . All-over rounded edges and corners . . . Certified with the "C" label of Underwriters' Laboratories and SMNA. Additional protection of the T-20 Burglary and Relocking Device labels.

A modern small safe with these and so many other big safe features means more sales — more profit for you. Write for complete details without delay.

Be sure to stop and see Victor at the NOFA Show, Booths 159-160 at the Conrad Hilton, Chicago, March 20-23rd.

RIGHT NOW IS YOUR BEST TIME TO SELL REMINGTON RAND LINE-A-TIME COPYHOLDERS!

Right now — businessmen everywhere are faced with the problem of getting their revised tax reports out on schedule, making the Remington Rand Line-A-Time copyholder a *must* in *every* efficient office that's interested in increased typing production.

THESE 4 FEATURES MAKE LINE-A-TIME EASY TO SELL

1. Exclusive TURN-A-PAGE POCKET.
2. SPACE-CELECTOR — Completely adaptable and instantly changeable to fit all spacing requirements.
3. Exclusive TRANS-VUE LINE GUIDE — The Guide not only underscores the line being typed, but also lets you "look ahead."
4. LIGHT CONDITIONING — The simple knob sets the angle of the copy automatically . . . giving maximum lighting and readability.

Write today for full information.

VICTOR SAFE & EQUIPMENT PRODUCTS • TOPFLIGHT ADDING MACHINES • OFFICE-RITER and PORTABLE TYPEWRITERS

PROTECTION

MODEL 627

Certified Protection with functional design

VICTOR "600" LINE

models
616
621
627
633
....measure
16", 21", 27", 33"
high inside

Remington Rand DEALER SALES DIVISION • 315 FOURTH AVENUE • NEW YORK 10, NEW YORK

ELECTRONIC COMPUTER

Marchant Calculators, Inc.

An electronic digital computer called the "Miniac" has been developed by Marchant. It is seen here set up for mathematical computations, utilizing a punched paper tape electric typewriter. The unit is a four foot cube in size and sells in the $85,000 to $100,000 bracket. **(Inquiry Card No. 1.)**

VERTI-FILE

DeLuxe Metal Furniture Co.

A new system called Verti-File for handling active records has been developed by the company. DeLuxe claims a 90% increase in capacity over conventional files by using shelving with adjustable snap-in metal dividers on each shelf. The company states per filing inch expense is 67% less than conventional filing equipment costs. Complete visibility and the elimination of drawers produces increased efficiency the company reports. **(Inquiry Card No. 18.)**

EXPANDING FILE

Oxford Filing Supply Co.

A total of 22 items of expanding files has been added to the company's line of envelope specialties. The new products are available in grained heavy kraft paper with flaps, in red fiber without flaps and in full cloth with flaps. All expanding files are equipped with cloth reinforced gussets and partitions of the fiber and cloth files are made with folded top edges. A feature of the item is their transparent film packaging which lends itself to self-selection selling. **(Inquiry Card No. 26.)**

PHOTO-COMPOSING MACHINE

Ralph C. Coxhead Corp.

Available to the trade is the company's new display-type photo-composing machine which is a complete re-designing job of the Headliner model. Coxhead claims the finished type-proofs, automatically developed, require no opaquing or touch-up. They are produced on plastic-coated, durable paper which cannot be smudged and are ready for instant paste-up. The company reports copy is so sharp that enlargements 15 times the size of the original show no blurring or distortion. **(Inquiry Card No. 13.)**

PHOTOCOPIER

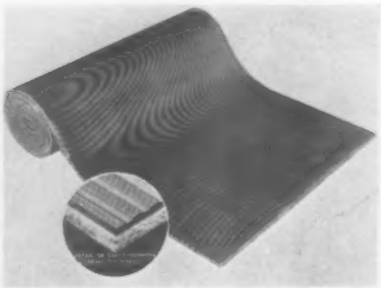
Copy-Craft, Inc.

The company announces an important development in the photocopying field is its new Photorapid Compak. Trim and portable, it copies in seconds any material that can be held against the glass. The unit also can make transparences for use as masters with diazo or blueprints or for burning in positive offset plates. Copy-Craft states the machine is easier to clean and more economical to use due to its advanced styling. **(Inquiry Card No. 5.)**

RUBBER MATS

Flexi-Mat Corp.

The company announces its new rubber mats and runners are featured by durability with the added advantages of reducing fatigue and increasing safety. The improved live rubber topping, Flexi-Mat states, has non-skid qualities and the bonded backing is made of the finest quality sponge rubber to provide more buoyant footing. Runners and mats come in various sizes and will not slip, slide or creep. **(Inquiry Card No. 29.)**



PLASTIC DIFFUSER

Anken Chemical & File Corp.

Development of a new acetate base diffuser for whiteprint copying work recently was announced by the company. Anken believes this new use of plastics will experience a wide application in industrial and office photographic copying fields. Named Ankoyello Diffuse Sheeting, the product is designed to improve the quality of reflex prints made on thin base stocks of intermediate photographic paper. **(Inquiry Card No. 9.)**

ROYAL PORTABLES SMASH ALL-TIME SALES RECORD IN 1954

Thanks to the greatest demand in the history of the industry for the world's finest portable typewriter . . . and to the magnificent cooperation of the nation's typewriter dealers . . .

More Royal Portable typewriters were sold in the past six months than any previous six-month period in history!

We are grateful for the fine dealer support that has made this record possible.

All signs point to a bigger and better '55. Royal and its dealer organizations will help to make it so ! !

ROYAL®

STANDARD · ELECTRIC · PORTABLE

Royal Typewriter Company

Division of Royal McBee Corporation

How to give your for their vinyl

(Look for these 4 quality

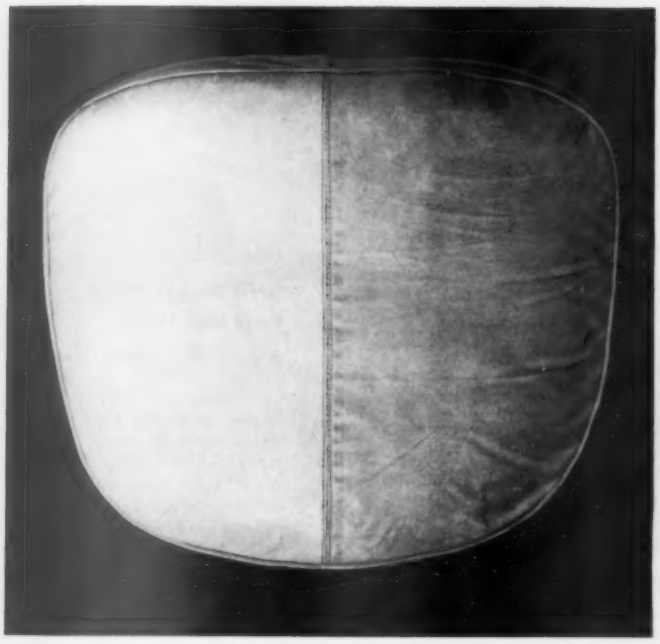
1. A vinyl coating chemically engineered to stay pliable so your customers get all the advantages of elastic fabric support. You can be certain the vinyl coating will have long-lasting "suppleness" when furniture is upholstered with Du Pont "Fabrilite" elastic-supported vinyl. The plasticizers (softening agents) in "Fabrilite" are an exclusive Du Pont formulation... keep "Fabrilite" from stiffening and cracking, even after years of wear.

2. A dry high-slip finish that means greater sitting comfort. Here's a test that dramatically demonstrates the comfort of furniture upholstered with Du Pont "Fabrilite." Two equal weights are placed on inclined surfaces that have been covered with "Fabrilite" (left) and ordinary vinyl upholstery (right). See how much farther the weight slides on the high-slip finish of "Fabrilite"! This pleasant dry "feel" of "Fabrilite" is an important showroom talking point.

There's sales magic in this tag – feature it when you sell!

customers more value upholstery dollar

features before you buy)



3. A dry, soil-resistant surface that stays clean longer . . . is easier to clean. Here's more proof "Fabrilite" gives customers more for their money. Unretouched photo of cushion used continuously for over two months without washing shows how much better "Fabrilite" (left half of cushion) resists soiling than ordinary vinyl upholstery (right). The dry surface of "Fabrilite" simply does not collect as much dirt . . . cleans with the whisk of a damp sponge.

4. Snap-back shape retention that ends sagging and wrinkling problems. Customers want furniture to keep its showroom look. These unretouched photographs of chairs exposed to hard service for two years under identical conditions show how "Fabrilite" (on left chair) keeps its smooth, unwrinkled appearance longer than ordinary upholstery (right). Elastic-supported "Fabrilite" has both "suppleness" for comfort, and resilience to snap back to its original shape.

You're sure to give these values when you sell furniture upholstered with

DU PONT

REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING

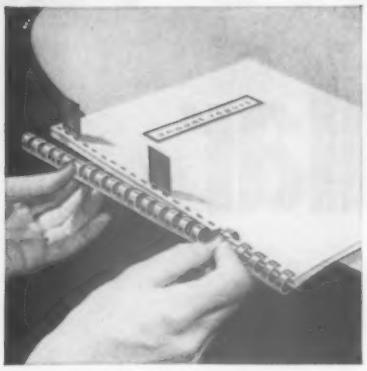
...THROUGH CHEMISTRY

Fabrilite®

elastic-supported vinyl upholstery

ALIGNMENT PEGS

Plastic Binding Corp.



Business firms now can apply plastic bindings by hand to limited quantities of their catalogs and related items by means of Plastico alignment pegs available without charge from licensees of the company. Plastic announces there are approximately 400 licensees located in every major business center in the country. **(Inquiry Card No. 15.)**

DESK LAMP

Adjustable Fixture Co.

The company recently added a number of modernistic models to its extensive line of office and reception room lamps. Illustrated here is the No. 305 desk lamp which has a companion piece in the No. 405 floor model. A curved arm supports the reflector with a universal joint that swivels and tilts to any desired position. The arm is soldered to the steel base fitting and a special stop prevents wires from twisting. The model is available in five durable baked enamel finishes. **(Inquiry Card No. 17.)**

MICROPHONE DICTATION

Peirce Dictation Systems

Remote control, multi-station network dictation at surprisingly low cost now is available through use of the Peirce microphone magnetic belt network system, the company states. The system consists of a mike at the dictator's desk connected with Peirce magnetic belt dictation equipment. All controls are self contained in the lightweight microphone of advanced design and precision construction. An unlimited number of microphone dictation instruments may be hooked up with the dictation equipment the company reports. **(Inquiry Card No. 20.)**

CONVERTO-BINDER

Reuben Co.

Illustrated here is the company's spacious No. 486 Converto-Binder. Made of genuine Tolex in suntan or ginger color, the 14 x 11 inch product has 2¾ inch full expansion with three washable pockets, including one equipped with a safety zipper. It is lock stitched with extra heavy thread and comes with cushioned-center construction and lifetime bound edges. The converto ring is available in both two and three rings of 1 or 1½ inch size and can accommodate sheets of either 10½ x 8, or 11 x 8½ inch size. **(Inquiry Card No. 19.)**

SHADE MARKER

Bates Mfg. Co.

A boon to garment manufacturers is the claim advanced by Bates for its numbering machine shown here. The shade marker assures manufacturers that every part of a suit, dress or uniform comes from the same piece of goods and is exactly the same shade. The item has a Bakelite frame for lightness and is super-rugged in construction to handle a tough job. The model comes in two types, style G listed at $39.50 and style W at $43.50. **(Inquiry Card No. 27.)**

LABEL HOLDER

Charles C. Smith, Inc.

A new item recently introduced by the company is its "no-stoop" label holder. It is designed to slip directly into existing label holders on letter, legal or storage drawer files. Used on lower drawers, its angular construction allows the subject matter of the file to be read without stooping. The label holder, Smith states, is easily attached, sits close to the file and has a generous surface for labeling. The "no-stoop" is finished in a non-glare black. **(Inquiry Card No. 25.)**

competition?$!?$!

Buy Wells Aristocrats

. . . and you'll be competition!

Wells Aristocrats

Completely adjustable for correct posture and maximum comfort.

JUNIOR EXECUTIVE POSTURE NO. 274
Illustrated in elastic Naugahyde

$75.00 list

slightly higher in zones 2 and 3

America's lowest-priced "quality" business chairs!

Why sell your prospects "just any" chair? Today's aggressive competitive selling emphasizes the importance of handling the line that offers **more** for the **money**. Comparison will show that the WELLS "ARISTOCRAT" Line offers just that! Here is a **complete** line of the most luxurious chairs ever presented.
Write TODAY for complete details.

. . . and don't forget, **WELLS PAYS THE FREIGHT!** on shipments of 100 lbs. or more.

thick, comfortable

foam rubber

on all cushioned areas!

secretary

guest

receptionist

visitor

president

director

vice president

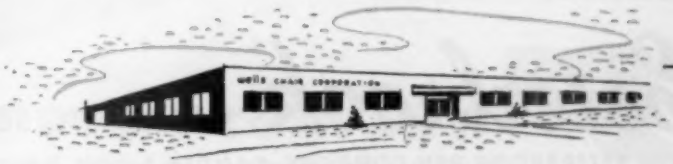
junior executive

comptroller

debonair

debonair

WELLS SALESMAN OF THE MONTH
MR. W. L. SAGENDORPH
3250 LOCKE LANE
HOUSTON, TEXAS



WELLS CHAIR CORPORATION, Michigan City, Indiana

NOW you have an *extra* sales clincher on Esterbrook Desk Sets . . . *an unqualified 30-day money back guarantee!*

ESTERBROOK BACKS THIS GUARANTEE TO THE LIMIT

Of course, Esterbrook stands squarely behind this guarantee. *Any* Esterbrook Desk Set returned to you under this guarantee, may be returned to Esterbrook for replacement. There are no "ifs", no "ands", no "buts".

GUARANTEE WILL BE NATIONALLY ADVERTISED

Esterbrook advertising of this guarantee has already begun! Millions of people (including your customers) will see it in Time, Newsweek, Business Week, Best's Insurance News, Burrough's Clearing House, Office Management, Office Executive.

YOU CAN TELL CUSTOMERS ABOUT GUARANTEE NOW.

Beginning TODAY . . . you can say to any customer, every customer, "Here, try it on your own desk. Use it for 30 days. If you aren't completely satisfied, bring it back for a full refund." You can't have a better sales closer than that.

Cash in on this sure-fire sales maker. Tell your clerks about it. Feature it in your windows, on your counters, in your newspaper advertising. Let every customer know you are headquarters for the amazing Esterbrook Desk Sets that have the Pen that Fills Itself.

Esterbrook® DESK PEN SETS

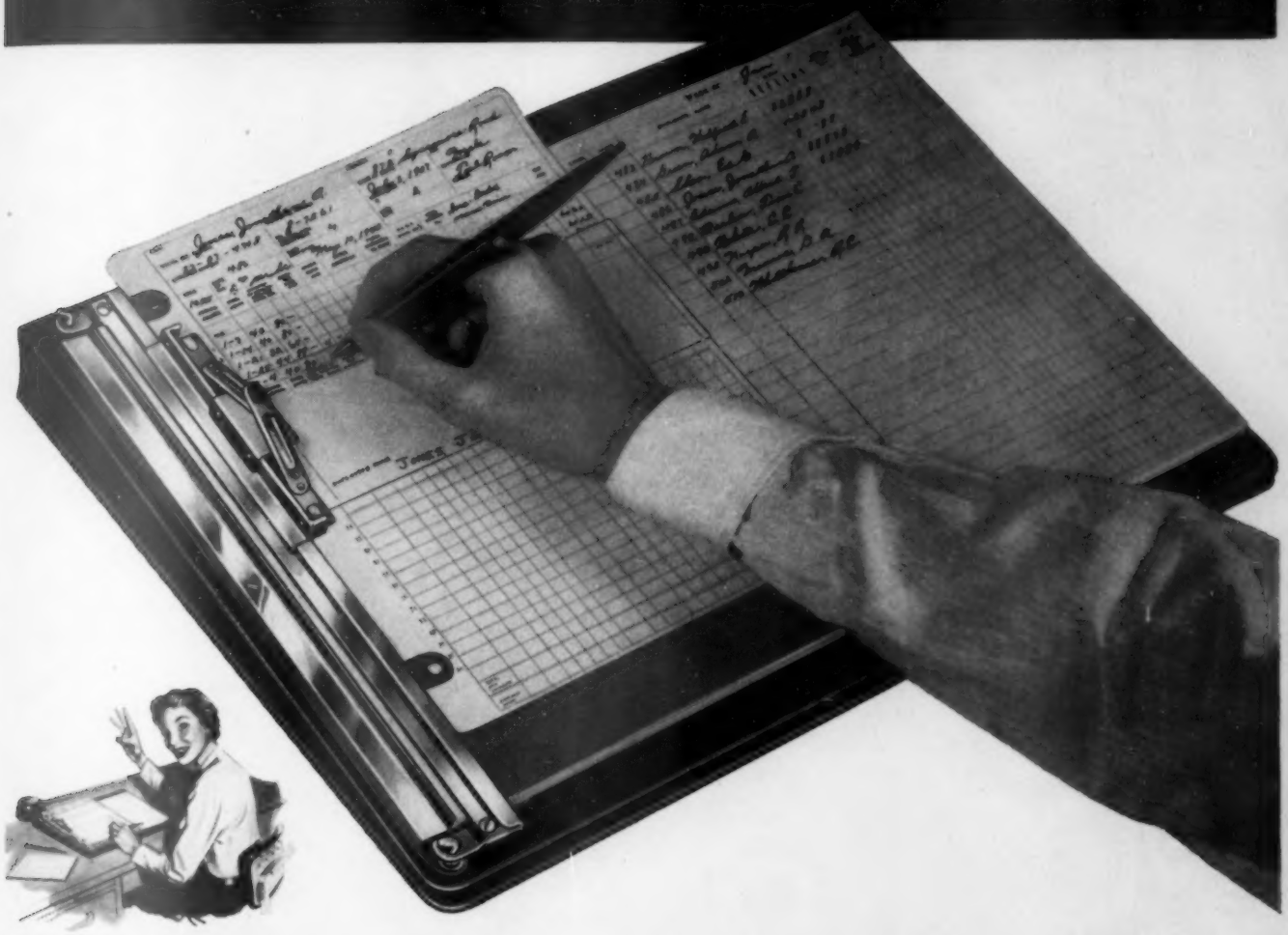
THE ESTERBROOK PEN COMPANY, CAMDEN 1, NEW JERSEY

HOW'S YOUR STOCK?

Order sufficient stock to take care of the demand this big new campaign is sure to create.

NATIONAL'S Multiple Posting Binder for Payroll

(and Accounts Receivable and Accounts Payable)



Writes All Three Payroll Records

AT ONCE!

This "3 in 1" binder assures "3 in 1" speed in payroll record-keeping for your customers — minimizes copying errors. One entry takes care of Payroll Summary, Individual Earnings Record and Payroll Receipt. Devised for handling up to 35 employees, the outfit consists of (1) Binder with line finder mechanism, (2) a pad of fifty-five 11 x 17 Detail Payroll Summary Sheets, (3) 100 individual Earnings Record Sheets 11 x 8½ and (4) 1000 Payroll Receipt forms 3 x 8⅜. It adds up to a year's supply of forms for 35 employees (100 Individual sheets are included for replacements or new employees). Binder may also be used for receivables and payables. Cost complete is low. Write for Folder MP-1 for full details.

FEATURES:

- 3 records in 1 writing
- Not necessary to arrange forms in alignment on pegs as in other systems
- Mechanism holds stock columnar pads for other types of systems requiring multiple writing . . . accounts receivable . . . accounts payable . . . analysis records
- Compact . . . portable . . . easy to operate
- No special checks required

NATIONAL BLANK BOOK COMPANY

HOLYOKE, MASS. • NEW YORK • CHICAGO • SAN FRANCISCO • ATLANTA • BOSTON • LOS ANGELES • DALLAS

OFFICE SIGNS

Braden Mfg. Co.

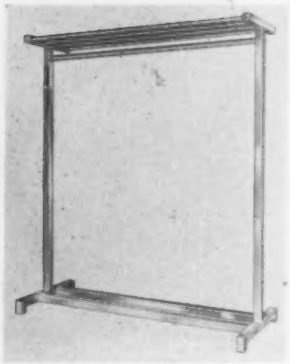
Signs of various types and suitable for practically every need now are available from their big stock, the company reports. Durable and attractive transolite signs are featured by name panels that can be easily changed to allow for personnel changes. The base, of sturdy 3/8 inch transparent material, will hold any one of the 10 colored Bakelite panels which are engraved in sparkling white characters. **(Inquiry Card No. 31.)**

NEW PRODUCTS *continued*

AIR-O-RATOR

Goodwill Mfg. Co.

The company states its Air-O-Rator illustrated here is compact, efficient, easily adjustable, light in weight and can be self-installed in any standard size window. Intake or exhaust or both simultaneously are features of this three-in-one air comfort control unit. Goodwill reports finger-tip controls will vary the air flow in any desired direction. The item retails for $69.95. **(Inquiry Card No. 30.)**



GARMENT RACK

Valco Co.

Among the company's latest products is the No. 18-GR Silent Butler garment rack illustrated here. Combining attractiveness with modern styling the unit is 67 inches high, 48 inches in width with a depth of 18 inches at the base and 14 inches at the top. The rack also is available with casters for easy mobility. **(Inquiry Card No. 4.)**

FIGURING MACHINE

Victor Adding Machine Co.

The company currently is introducing to dealers its new Mult-O-Matic figuring machine developed to turn out completely automatic multiplication on printed tape. A single simplified keyboard permits operators, for example, to run problems and retain the totals for additional multiplication. Another feature the company stresses is the easy-to-read-and-check sequence of figures. Only the multiplicand, the multiplier and the answer appear on the tape in that order. **(Inquiry Card No. 21.)**

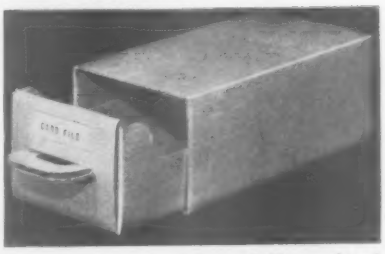
PERSONAL FILE BOXES

Franklin Metal Products Co.

Recently introduced is the company's new line of personal file boxes which are available in a rainbow variety of colors. The units are constructed of 24 and 22 gauge furniture steel and measure 12½ x 10 x 5½ inches. Franklin states all its personal file boxes come equipped with 8 fine quality, letter-sized alphabetically indexed folders with pockets for tax, insurance, bills and automobile forms. **(Inquiry Card No. 6.)**

CARD FILE

Marwol Products Co.



A compact 3 x 5 inch card file made of sturdy corrugated kraftboard with pull out drawer is one of Marwol's latest products. Finished in silver gray, the file is 11 inches deep and can accommodate 1,000 cards and index. It retails for 79c. **(Inquiry Card No. 24.)**

CARTON STITCHER

Markwell Mfg. Co.

The company relays the information its new "MP-3-CS" portable stitcher can close, cut and open cartons, remove staples, be used as a tacker and also serve as a heavy duty fastener for rough fabric swatches, blueprint paper and other heavy material. It has a 2¾ inch spread and uses ¼ inch leg and ⅜ inch leg flat wire staples. Another model, the "MP3," displayed here, is available without a blade. **(Inquiry Card No. 10.)**

TEN KEY

prospects....

FULL KEYBOARD

prospects....

Burroughs dealers sell them all!

No doubt about it—being with Burroughs is better than ever!

Now, Burroughs dealers have the world's finest ten-key adding machine . . . a compact, smartly styled, all-electric machine that's far ahead of anything in its field. And if the prospect prefers a *full* keyboard machine, Burroughs dealers have that, too—the best one on the market.

Equally important, Burroughs *supports* its dealers. Not only with the finest office machines on the market—backed up by the oldest and most respected name in the business—but also with promotional materials dealers can *use*, and with large-scale advertising.

What's more, if you'll take a good look at Burroughs adding machine and cash register ads, you'll find that they always point the customer in the direction of the dealer. Each ad tells readers to "see your Burroughs dealer." Burroughs Corporation, Detroit 32, Michigan.

WHEREVER THERE'S BUSINESS THERE'S Burroughs

JUMBO FILE

Oxford Filing Supply Co.

Now on the market is the company's new Pendaflex Jumbo file especially designed for professional men whose work demands folders of king size. The attractive file accommodates X-ray films, art work and legal size papers. The unit operates on ball-bearing casters and is available in a harmonizing gray color. **(Inquiry Card No. 8.)**

SIGNALIZER

Bowman Specialty Co.

The company has developed the Signalizer which it calls a simple system that makes it difficult to let important tasks of the future to slip by unnoticed. It consists of a high quality file folder, a colored signaler and a gummed identification strip. After contents of folder are processed, the user sets the visible signaler at top of folder for the follow-up date and replaces folder. There is no need for any clerical detail. The colored signaler clearly indicates the deadline date and is on constant guard against a slipup. Bowman states it is particularly valuable in follow-up routine. **(Inquiry Card No. 22.)**

CARBON-RIBBON TYPEWRITER

R. C. Allen Business Machines, Inc.

A new dual purpose carbon-ribbon typewriter now is rolling off production lines in the company's VisOmatic line. It can be converted from fabric ribbon to carbon or vice versa in a surprisingly short time, the company states. Allen reports the print-like quality of impressions made with the carbon-ribbon makes it ideal for top-level correspondence and for making master copies for photo-offset printing. Adjustable spacing simplifies right margin lineup. **(Inquiry Card No. 11.)**

DRAFTING TABLE

Stacor Equipment Co.

Just announced by Stacor is the addition of Thriftmaster drafting tables to its line of steel-based drafting tables. Similar to other Stacor models, Thriftmaster has dependable, easy operating raising devices with molded knobs that assure tilting to any desired working angle, the company states. The unit is available in a variety of styles and is attractively finished in "Stacortan" hard baked enamel. **(Inquiry Card No. 14.)**

SELF-SERVICE ISLAND

Add Sales Co.

The company has announced the addition of Flexo-Roll self-service island to its line of store fixtures. Easy gliding casters make it possible to change display sites in a matter of minutes. The unit requires only 10 square feet of floor area but provides 30 square feet of self-service selling space. The two middle shelves are adjustable to accommodate articles of varying heights. **(Inquiry Card No. 12.)**

"BACK-UP" CARBON PAPER

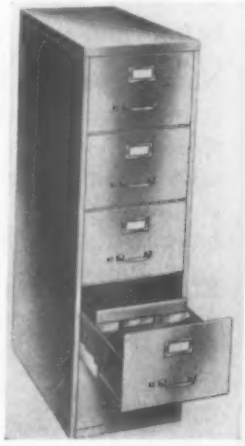
Consolidated Ribbon & Carbon Co.

Illustrated here is a box of the new "Challenge" brand of reproduction, "Back-Up" carbon paper used to make the original copy for whiteprint process equipment. Consolidated claims that copies made by its new, secret process turn out sharper and cleaner and leaves the original copy smudgeless for filing. The item is available as a personalized line or under the company's "Challenge" label. **(Inquiry Card No. 32.)**

"FIVE'R-FILER"

The Steelmasters

Called by the company a pronounced advance in file capacitation is the introduction of its "Five'r-Filer" 5000 series of filing uprights. Steelmaster claims an extra file drawer capacity is secured in standard four drawer file height so that filing space is increased 33⅓ per cent without loss of floor area or height. The unit may be fitted into and made an integral part of filing lines without breakup or change-over. **(Inquiry Card No. 16.)**



If she uses carbon paper ribbons...

SHE'S YOUR BABY, MR. DEALER

for stronger, cleaner PEERLESS IMPERIAL

CARBON PAPER RIBBONS

NEWS—*Practically every typewriter company already sells or is planning to come out with machines that take carbon paper ribbons.*

TIP—*Here is an expanding market, a fertile field for a brainy Carbon Dealer and his salesmen.*

SURE SALE—PEERLESS IMPERIAL *Carbon Paper Ribbons are made of fine rag tissue, strong enough to prevent cutting through. They produce clean, sharp, uniform impressions acceptable to the most exacting executive. Available in 5 weights and 3 finishes for every requirement.*

MONEY—*To make money you have to get out of the groove and get a jump on your competition. Because of the turn-over ratio, every customer you sell on* PEERLESS IMPERIAL *Carbon Paper Ribbons is a* continuing *source of profit. Get on target, Mr. Dealer. Write today for samples and prices.*

PEERLESS-IMPERIAL CO., INC.

General Office and Factory: **32 Peerless Place, Newark 5, New Jersey**
New York Office: 13, 108 Franklin St. •
Detroit 18, 37 Linden Street, River Rouge, Michigan

"A Great Name in Carbons" ***Ribbons, carbons, spirit and gelatin duplicating carbons, master units, carbon ribbons, carbon rolls for every business need.***

Mr. Office Furniture Dealer!

SOLVE

Your Operating Problems at the

9th Annual NOFA Convention-Exhibit

CONRAD HILTON HOTEL—CHICAGO, ILL.

MARCH 20-23, 1955

• As an office furniture dealer, operating cost problems are an important consideration, and the 1955 NOFA Convention-Exhibit offers a big opportunity to you in resolving them. Featuring over 200 exhibits of the latest in office furniture and equipment, highly-informative, profit-producing Workshop sessions, this Ninth Annual Convention-Exhibit promises to be the largest and best ever held. And, to round out the program, the Product Knowledge Clinic will mean more sales for you. You'll find that it is not only profitable to attend these meetings, but the added convention activities will provide you with a most enjoyable time.

The Only Convention-Exhibit Devoted Exclusively to Office Furniture & Equipment

ACT NOW

THIS REGISTRATION WILL MEAN INCREASED FUTURE BUSINESS FOR YOU!

NATIONAL OFFICE FURNITURE ASSOCIATION
327 South LaSalle Street
Chicago 4, Illinois

Please enter my advance registration and forward complete information:

☐ Manufacturer ☐ Representative ☐ Dealer ☐ Dealer Salesman

☐ Guest or Lady (No registration fee for ladies)

☐ NOFA Member (No registration fee for members—$1.00 for entire convention for Member-Dealer Salesmen)

☐ Non-Member (Registration for Non-Member is $5.00 for entire convention period or $2.00 daily)

☐ Complete Member Registration (Inc. 3 luncheons & banquet $22.50)

☐ Complete Non-Member Registration (Inc. 3 luncheons & banquet $27.00)

Name .....

Firm Name & Address.....

City..... Zone..... State.....

REGISTER TODAY

"EFFICIENCY"

. . . with deadlines just hours away!

COLUMBIA FURNITURE

FOR BETTER OFFICE LIVING

Efficiency was spotlighted as thousands of telephone calls swarmed into the classified department of this large western newspaper . . . with deadlines just hours away . . .

SOLUTION . . . . THIS COLUMBIA INSTALLATION

Dealer and customer alike selected Columbia desks to meet this hour-to-hour challenge for utmost efficiency . . .

Why not BOOST YOUR SALES with . . .

The highest grade equipment available,
Providing maximum office efficiency and economy.
Sizes and models for every business purpose,
Beautifully styled, constructed and finished.

SOLD EXCLUSIVELY THROUGH DEALERS

COLUMBIA
Distinctive Office Furniture

Your inquiry is invited

COLUMBIA STEEL EQUIPMENT COMPANY

ESTABLISHED 1919

4500 N. THIRD STREET, PHILADELPHIA 40, PENNSYLVANIA
Michigan 4-3983

ARE YOU READY TO FILE?

NEW TAX LAW QUIZ

You've got an extra month to file your 1954 personal tax return. But *not* for your business if it's a corporation. And the extra month won't help individuals who merely wait that much longer to get started.

There are literally thousands of technical changes in the revised law, and effective dates vary. If you aren't familiar with those that apply to you, both as a business man and as an individual taxpayer, you may be out of pocket, either by overpayment or because you slipped up on some requirement and became liable for assessments, interest and possible penalties.

Here's a little quiz game to help you take note of some of the important changes in the new law. Check each of these 10 short statements TRUE or FALSE. Then turn to p. 64 for the correct answers. Unless you're 100% perfect, you had better call on your tax adviser at once. (Perhaps you had better call on him anyway.) This quiz was prepared by the American Institute of Accountants, the national professional society of certified public accountants.

(Answers appear on p. 64)

1. You found a bargain in a used truck. It had been driven only 500 miles, and you expect it to last you some years. Under the new tax law, you can deduct your depreciation much faster than under the old law.

TRUE ☐ FALSE ☐

2. You're proud of the fact your 17-year-old son got a summer job and earned $1,000. But you are sorry he can no longer be claimed as a dependent since his earnings total more than $600 for the year.

TRUE ☐ FALSE ☐

3. You, your two brothers and your uncle have incorporated the family business. All of you would like to modernize your plant, but have hesitated to retain earnings to do so, because of the difficulty of proving the accumulation "reasonable" and because of the penalty tax levied if you did not succeed. Now under the new tax law, it will be easier to prove an accumulation reasonable.

TRUE ☐ FALSE ☐

4. You and five other men formed a corporation in the fall of 1954 (after enactment of the new tax law). There were organizational expenses of $5,000 incurred prior to the date of the charter. Since their useful life cannot be precisely determined until such time as the corporation may liquidate, these expenses cannot be amortized for tax purposes by the corporation.

TRUE ☐ FALSE ☐

5. You are sole proprietor of your business, married and have one child; this year your business has a profit of $40,000. If you report as an individual, making a joint return and taking three exemptions and the standard deduction, your profit (after tax of $13,036) will be $26,964. After living expenses of $12,220, you will have left $14,744. But now you can report as a corporation and have more money available than if you reported as an individual.

TRUE ☐ FALSE ☐

6. Two years ago your business was good, but since that time conditions in your area have deteriorated. This year you will probably sustain some loss. Of course you can carry your loss back a year, but you just broke even last year. You can also carry it forward, spreading the loss over five years. But there is no immediate relief for you.

TRUE ☐ FALSE ☐

7. Your firm believes it could increase profits by adding a new line. But several years of research are needed to perfect the product. Your directors feel the business can't afford the cost, since the expenses of research cannot be deducted from income before it is known whether the research is successful.

TRUE ☐ FALSE ☐

8. You are a bachelor. Your father died last year leaving your mother to be supported by you. You feel she would be happier staying on in her old home, rather than coming to live with you. But since you are single, you will be denied the tax benefits available to a "head of a household."

TRUE ☐ FALSE ☐

9. It has been an expensive year for you. You had some fancy dental work, your wife had an operation, your 17-year-old daughter caught an infection, and your grade-school son suffered a complicated fracture of his arm. Altogether you paid medical, dental and hospital bills totaling $10,000, and made an outlay of $500 for drugs and medicines. But fortunately you can deduct $9,700 of these expenses from your adjusted gross income of $20,000.

TRUE ☐ FALSE ☐

10. One of your employees dies this year leaving his wife with two small children to support. She has some income of her own and the firm will pay his full salary to her for this year and next. But her income after taxes will be lower for now she will be filing a separate return and not a joint one.

TRUE ☐ FALSE ☐

If the smaller retailer will take advantage of the conditions that favor him, if he will learn his customers' needs and purchase for them, and if he will be sure his prices are right, then there is no reason for him to fear the future. But, in order to survive, the smaller retailer must meet a need and do a job that is in keeping with the tempo of the times.

—Southwestern Retailer

One at a Time!

SO YOU MAY KNOW
HASKELL'S
BUDGET LINE BETTER!

55"x 30"
L-540-SD
SECRETARIAL

HASKELL
PUTS THE
MAGNIFYING GLASS
ON ONE
BEST SELLER
L-540-SD
Secretarial Desk
(from Haskell's L-Luxury Line)

L-540-SD Secretarial Desk

Here is budget modern at its best! Superbly high quality at its low cost. Modern design throughout—all rounded corners, baked enamel finish, linoleum top—aluminum bound. Smooth, noiseless operation—nylon bearings—rubber bumpers and so many other features you expect only in much higher priced desks!

WRITE TODAY

for Haskell's New Catalog featuring complete line of quality-budget steel desks and tables

HASKELL
OF PITTSBURGH

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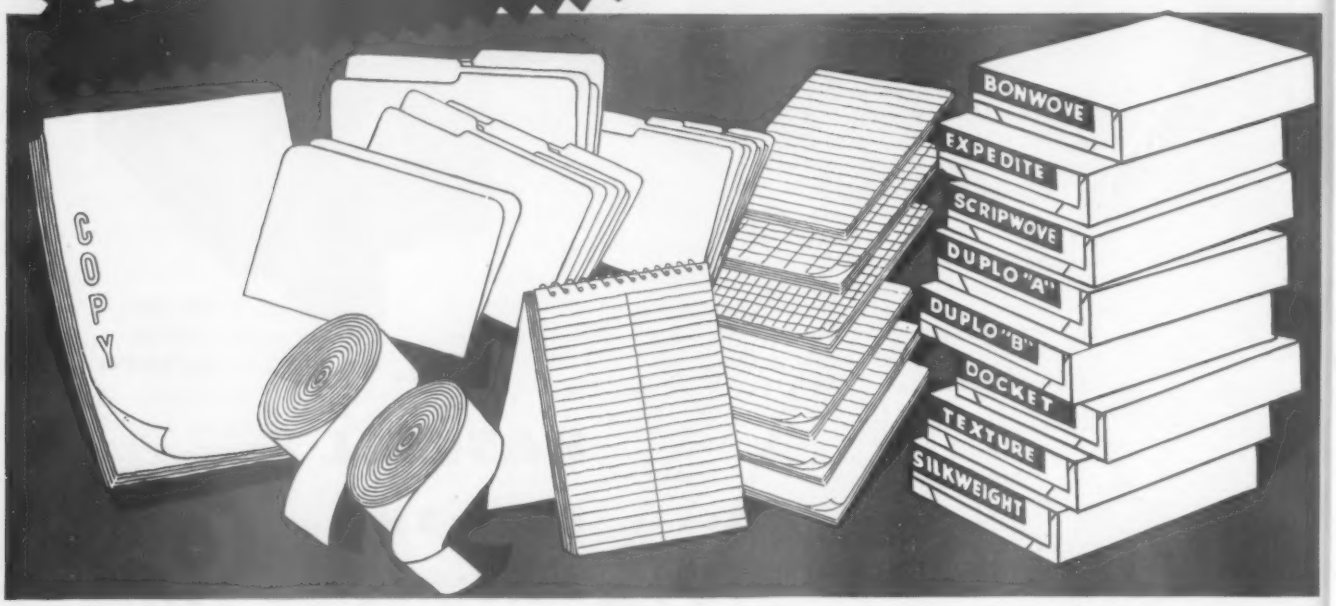
PROVEN PIONEER BUDGET LINE

Packaged and Labeled* for

easy selling!

Office Papers by
Rockwell-Barnes

- ADDING MACHINE ROLLS
- BOND PAPERS
- DUPLICATOR PAPERS
- FILE FOLDERS
- MIMEO PAPERS
- NOTEBOOKS
- PRINTED "COPY" SHEETS
- RULED PADS
- SCRATCH PADS
- SULPHITE PAPERS
- RAG CONTENT BOND
- DESK BLOTTERS



Today's fast-paced merchandising requires packaging with eye-appeal for the customer and easy identification for the dealer. Faster selling and speedier, more efficient stock handling mean greater volume and reduced costs.

In office papers and paper products, the R-B line is packaged and labeled to provide both eye-appeal and instant recognition. Every R-B item is packaged and labeled in a bright, easy-to-identify orange and maroon color-combination, to simplify stock handling and selling.

Whether you sell "over the counter" or from self-service shelves, R-B top-quality products, *packaged and labeled for today's selling*, will help build increased volume and more profits for you.

*Personalized Labels . . . an R-B plus! Ask about our Personalized Label Plan—it's another valuable R-B *plus* that helps you keep customers.

Samples submitted promptly on request to interested dealers.

Rockwell-Barnes Company

Specialists to the Stationer since 1903

35 EAST WACKER DRIVE • CHICAGO 1, ILLINOIS

"We at REX-O-graph want Profit-Making Dealers . . .

HARVEY LUDWIG
President

and we'll do all we can to increase YOUR profits now!"

Here's REX-O-graph's new policy, new program, new line:

Our 1955 objective is to give you every possible help to step up your REX-O-graph sales! REX-O-graph is *known* and *wanted* . . . backed by over 20 years of experience. You'll have national advertising . . . a complete, packaged line EXCLUSIVE in your territory . . . a sales training school for systems, machines, fluids, carbons. And REX-O-graph offers the most diversified line of fluid duplicators . . . all simple in construction, simple to operate, simple to maintain . . . including 5 hand models, 5 electric models, 2 systems units. Write today for full details on our exclusive franchise plan!

REX-O-*graph, inc.*

7842 W. Hicks Street • Milwaukee 14, Wisconsin

12 PRECISION-BUILT MODELS from $95.00 to $910.00 plus tax . . . PLUS A COMPLETE LINE OF QUALITY SUPPLIES!

REX-O-graph, Inc.
7842 W. Hicks Street, Milwaukee 14, Wisconsin

Please send complete information on the REX-O-graph line of fluid duplicators and supplies.

Name.....

Address.....

ANSWERS TO TAX QUIZ

NOTE: The new tax provisions are explained here as they apply to taxpayers reporting for the calendar year on a cash basis. Those using a different fiscal year, or reporting on the accrual basis, should check the official instructions to see how they are affected.

In all these answers it is assumed that transactions are made in good faith and no special circumstances exist which would alter the effect.

(Questions appear on p. 60)

1. *False.* The revised faster rates for depreciation apply only to *new,* not used, equipment.

2. *False.* A child under 19, may be claimed as a dependent, regardless of his earnings, if you furnish more than half of his support. Your son too must file a return and may claim $600 exemption when he does so.

Can Accumulate

3. *True.* The new law allows a corporation to accumulate up to $60,000 of earnings (total for all years) without being exposed to the penalty. Then, if there is an unreasonable accumulation, the penalty will apply only to that part which is excessive. Furthermore, it is up to the Internal Revenue Service to prove that the amount is excessive.

4. *False.* The new tax law now allows such organizational expenses to be amortized over a period of not less than 60 months, beginning with the month in which the corporation is first active in business.

Corporation Possible

5. *True.* If you reported as a corporation, as is now permitted, and drew a salary of $15,000 for which you filed a joint return with three exemptions and the standard deduction, your individual tax would be $2,780, leaving you the same amount for living expenses, i.e., $12,220. Your profit of $40,000 less your salary of $15,000 leaves $25,000 on which the corporation tax would be only 30%, or $7,500. Thus, by reporting as a corporation, you would have $17,500, or $3,000 more than if you reported as an individual. But if you elect to report as a corporation you must do so every year from now on unless there is a 20% change in ownership of the business. Note also that earnings kept in the business may later be subject to income tax as dividends or capital gains. And remember, corporations must file by *March* 15.

6. *False.* The revised law allows you to carry your loss back two years instead of one, and you can claim a cash refund of taxes you paid two years ago.

7. *False.* The new law permits the immediate write-off of research costs whether or not a patent is secured.

Can Live Away

8. *False.* The law has been liberalized and as long as you provide more than half your mother's support and more than half the cost of maintaining her household, you can claim status as head of household even though she does not live under your roof.

9. *True.* The maximum medical and dental deduction has been raised to $2,500 per exemption, up to a total of $10,000 for a head of household or on a joint return. But you can include your outlay for drugs and medicines only to the extent that it exceeds 1% of your adjusted gross income, and you must subtract 3% (formerly 5%) of your adjusted gross income from your dental, medical and hospital expenses, plus the includible drugs and medicines. So $300 of your bill for drugs and medicines can be counted, making $10,300 of medical expenses, of which $600 (3% of $20,000) is not deductible and $9,700 is deductible.

Aid to Widows

10. *False.* A taxpayer left with a dependent child after death of husband or wife is considered married for the entire year of the death and may file a joint return for the year of the death. Furthermore, the survivor, if she remains unmarried and supports her children in her home, may continue the privilege of income splitting for two years after the year of the death. This means she will be taxed at the rate which applies to half the sum of her total income, the same as on a joint return for husband and wife. Moreover, $5,000 of her deceased husband's salary is classed as a death benefit and is tax-free.

Promotion Plus . . . *Clark-Peeper Co., St. Louis, Mo., ties in its advertising in user publications (Office Appliances article, page 42, January) with this handsome window display. Impressively displayed is a blow-up of an installation photo.*

Over half-a-hundred fast-selling steel office accessories available from one source . . Lit-Ning, the longest quality line.

priced to sell!

Every Lit-Ning product is priced to move fast . . yet there's always a long profit for the Lit-Ning dealer.

WRITE FOR LIT-NING PROFIT STORY

LIT-NING PRODUCTS COMPANY
3907 DUQUESNE AVE. • CULVER CITY, CALIF.

Please send me your new catalog and discount sheet.

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HILLSIDE

Announces

THE MOST COMPLETE LINE OF MOLDED EDGE, ISLAND BASE DESKS AND TABLES IN STANDARD AND DECORATOR COLORS

CHECK and COMPARE for quality and value these features:

- √ Colors: olive green, gray, Dawn Mist Green, Golden Dawn Tan with complimentary linoleum tops.
- √ Center drawer full locking device.
- √ Automatic slide reference shelves.
- √ Ball bearing rollers on all drawers.
- √ Full suspension on desk file drawers.
- √ Desks soundproofed throughout.
- √ Stainless steel desk drawer pulls.
- √ Drawer with lock and convenience tray in all tables.
- √ Island base adjusts from 29" to 30½".
- √ Recessed panel back on desks.
- √ Radius contours on all edges and corners.

DP76—Executive conference desk (76" x 40") with 8" overhang on 3 sides. Also (72" x 32").

DP60—Executive desk (60"x32"). Also (60" x 40") with 8" rear overhang.

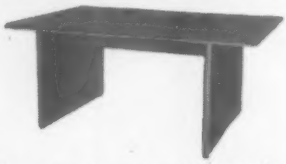
SP60—Single pedestal flat top (60" x 32") with 15" overhang. Also (55" x 32") with 10" overhang. Lefts or rights.

SP45—Single pedestal flat top (45" x 32"). Lefts or rights.

ST60—Double pedestal secretarial desk (60" x 32") with elevator mechanism. Also (45" x32") single pedestal, mechanism pedestal left or right.

FB60—Double pedestal fixed bed (60" x 32") with separate locking mechanisms for each pedestal. Also (55" x 32").

FB45—Single pedestal fixed bed (45" x 32") with locking mechanism on pedestal.



PT76—Panel end table (76"x40") one drawer, 11¼" overhang on each side, 8" in rear. Also (72"x32") and (60"x32") with smaller overhangs.

PT55—Panel end table (55"x32") one drawer. Also (45" x32")

T72—Leg table (72" x 32") one drawer, 6" overhang on each end.

T60—Leg table (60" x 32") one drawer, also (55"x32") and (45" x 32").

Send for our **NEW** "CHECK and COMPARE" catalog

HILLSIDE *Metal Products Inc.* 262 PASSAIC ST. NEWARK 4, N. J.

In The Anniston National Bank . . .

8710

Installation by Sawyer Office Furniture & Supplies

THE RIGHT BOLING CHAIR ADDS JUST THE RIGHT TOUCH

8711

In the streamlined modern lobby of the new Anniston, Alabama, National Bank, the classic simplicity of Boling's American Empire Chairs (8700 Series) is perfectly at home.

The American Empire styling is a particularly happy choice for reception and board rooms as well as executive offices. Hence, it will pay you to highlight this Boling 8700 Series (armchairs only). Rich leather upholstery in various colors complements woodwork in Walnut, Mahogany, Light Oak or Softone finish.

Your customers can rest assured: if it's a Boling Chair or Sofa, it's supremely well made. Write for new catalog.

Certified Office Planning Service

51st ANNIVERSARY

Boling *Chairs*

HIGH POINT BENDING & CHAIR CO.
SILER CITY, N. C.

BUSINESS ON THE MOVE

DEALERS

F. L. (Tex) **Allen** and **R. B. Sweet** of Austin, Tex., have purchased the Roy E. Cogdill Publishing Company of Lufkin, Tex., from its former owner and renamed the firm **Allen-Sweet Publishing Company.** The postoffice address is Box 980, 1030 N. First St., Lufkin. The company will continue under the management of Mr. Allen with no change in policy.

* * * * *

The **Office Machines & Equipment Company** has been opened at Forest Lake, Minn., under the ownership of **E. L. Vilendrer.** He would appreciate receipt of trade catalogs . . . **Joseph M. Byck,** office equipment and supplies firm, held a grand opening Dec. 9 at 17 E. Bay St., Savannah, Ga. Refreshments, door prizes and a sparkling appearance helped attract a fine attendance.

* * * * *

Brown DeJarnatt Agency recently completed a move into larger and more centrally located quarters at 221 W. 4th St., Little Rock, Ark. . . . **Wholesale Business Machine Company,** 529 Towne Ave., Los Angeles, Calif., has been appointed Los Angeles distributor for the **Shipman-Ward Mfg. Company** line. Shipman-Ward promises western dealers excellent service through the new tie-up.

* * * * *

The **L & L Typewriter Company,** which has operated for two decades at 1816 Welton St., in Denver, Colo., has expanded from a 100% office machines operation into the retail office furniture field with the opening of a new showroom at 1822 Welton St. The Denver firm has been appointed distributors for B. L. Marble chairs, Alma desks, Security steel furniture and Royal chairs. The furniture division will be managed by **K. R. Kissack,** who formerly was with Mutual Office Furniture Company.

* * * * *

The **Bailey Typewriter Exchange** at 123 E. Second St., Ottumwa, Iowa, recently held a formal opening of their newly remodeled store. Additional space has been secured through construction of a balcony. A new block tile floor blends with the light green and pink side walls and an all new fluorescent lighting system installed. The business is operated as a partnership by **G. H.** and **R. H. Bailey** and **Tom Eskew.**

* * * * *

Sale of the **Deetz Office Supply** shop on W. Ninth St. in Auburn, Ind., to **Phillip Butler** of Auburn has been confirmed by the DeKalb circuit court. The business had been operated by the late **Jay E. Deetz,** who died recently. . . . The **Office Supply Store,** which has been owned and operated by **Mr.** and **Mrs. J. C. Holloman** for the past six years in Ahoskie, N. C., has passed into new hands. The Holloman interest has been purchased by **Edward V. Blanchard** who will conduct the business in partnership with **Edward P. Best.** The latter is a former partner of the Hollomans.

* * * * *

The **Office Supply Company** has re-opened its doors for business in its former location at 1304 Washington St., in downtown Vicksburg, Miss. . . . **Ditto, Inc.,** formerly located at 217 Santa Fe Drive, has opened new and enlarged headquarters at 645 Delaware St., in Denver. . . . **Martin,** typewriter expert and typewriter repairs, has opened for business. It is owned by **George Martin,** and is located at 1808 Electric Ave., in Nashville, Tenn.—EEG

MANUFACTURERS

The **Samas Punched Card Division** of Underwood Corporation has opened a new branch located in the Underwood office at 900 Broad St., Newark, N. J. **Frank A. Lemley** and **Theodore A. Leder** have been appointed technical representatives in charge of sales and services at the new branch for northern New Jersey. Opening of the new office marks another step in a national expansion program by Samas.

* * * * *

Arnold May, who had been with Thacher, Inc., of Topeka, Kan., for 17 years, now is manager of the office furniture department of **Orchard & Wilhelm,** of Omaha, Nebr. The change took effect Jan. 1. Mr. May started with Thacher as a stock clerk and rose to vice-president and sales manager. He is a lieut.-governor for the District Stationers Association.—GMH

* * * * *

Mittag & Volger, Inc., has announced the appointment of **Paul A. Miller** to a large wholesale area in southern California. Mr. Miller has had a wealth of experience in his chosen field. . . . The **Mosler Safe Company** has revealed the following two personnel changes: **H. G. Ungerer** heads the St. Louis office and **Paul Cooper** succeeds him as manager of the Washington, D. C. branch. Mr. Ungerer, Washington chief since 1947, directed the design and installation of 12 special safes in the White House. Before joining Mosler, Mr. Cooper was security director of the Federal Civil Defense Administration.

* * * * *

Orna Metal Products Company announces that repair work on Plant No. 2 following a disastrous fire has been completed and production is in almost full swing.

* * * * *

Ben Gossett of the **Maverick-Clarke** Company and **Winfred B. Foster** of the **National Cash Register** Company have been presented with Distinguished Salesmen awards by the Houston, Tex., Sales Executives Club . . . **L. Roy Murray,** identified with the office supply business in Houston, Tex., for the past 40 years, has joined the **Houston Typewriter Exchange.** The company is located at 1405 Caroline St. . . . **R. G. Speed** and **R. D. Parrott** have been appointed city area salesmen in Houston, Tex., by **Underwood.**—JHR

* * * * *

Modernize, Inc., Chicago, Ill., manufacturers, announce the addition to their sales force of **Dick Hoerle,** headquartering on RFD 2, Bowling Green, Ohio, and **C. Stuart Goll,** based at Meadowbrook, Pa. . . . **Northwestern Leather Goods Company** has moved from 911 W. Lake St., Chicago, to 311 N. Desplaines St. The new location gives Northwestern three times the area space it formerly had available.

* * * * *

Marchant Calculators, Inc., has announced two promotions from within company ranks. **T. C. Criswell** becomes agency manager at Little Rock, Ark., and **Donald Boardman** takes charge of the Marchant branch at Hagerstown, Md. . . . **Hillside Metal Products Inc.,** of Newark, N. J., have recently acquired an additional 25,000 square feet of warehouse, manufacturing and showroom space to service their dealers more efficiently. The added room gives Hillside an overall capacity of 100,000 square feet. The company manufactures steel office equipment.

Three Pencil Firms Join Resources

William E. Danjczek, president of Koh-I-Noor Pencil Company, Inc., New York and L. & C. Hardmuth, Inc. of Bloomsbury, N. J., and J. P. Fitzpatrick, president of The Red Cedar Pencil Company, Inc., of Lewisburg, Tenn. have both confirmed that their companies have been negotiating for the past two years toward some basis for bringing the companies closer together for the mutual benefit of all.

The negotiations have resulted in an interchange of shares among the stockholders. There will be no change in the individual corporate set up of the three companies, their management, manufacturing or commercial policies.

It was stressed, however, that the joining of resources of the three companies will greatly increase the potential of each and add strength, flexibility and efficiency, enabling each thereby to serve their respective customers and to operate in their respective fields even more effectively than in the past.

Top Photograph: Peabody Cooperative Bank, Peabody, Massachusetts. Leopold Installation by L. E. Muran Co., Boston, Massachusetts

you and your customers both profit more from *Leopold* office furniture

Leopold Office Furnishings have "Executive-Appeal" that easily sells to top management.

Leopold comfort and convenience features speed up office routine, make Leopold a profitable investment for your customers.

Graceful Leopold design and handsome finish add distinction to office interiors—attract the beauty-wise buyer.

Leopold's complete utility and durability bring satisfied customers back for MORE profitable sales.

The Leopold Company furnishes tools to offer complete office planning service, and new effective sales helps to increase profit-making Leopold Sales. Write for full information.

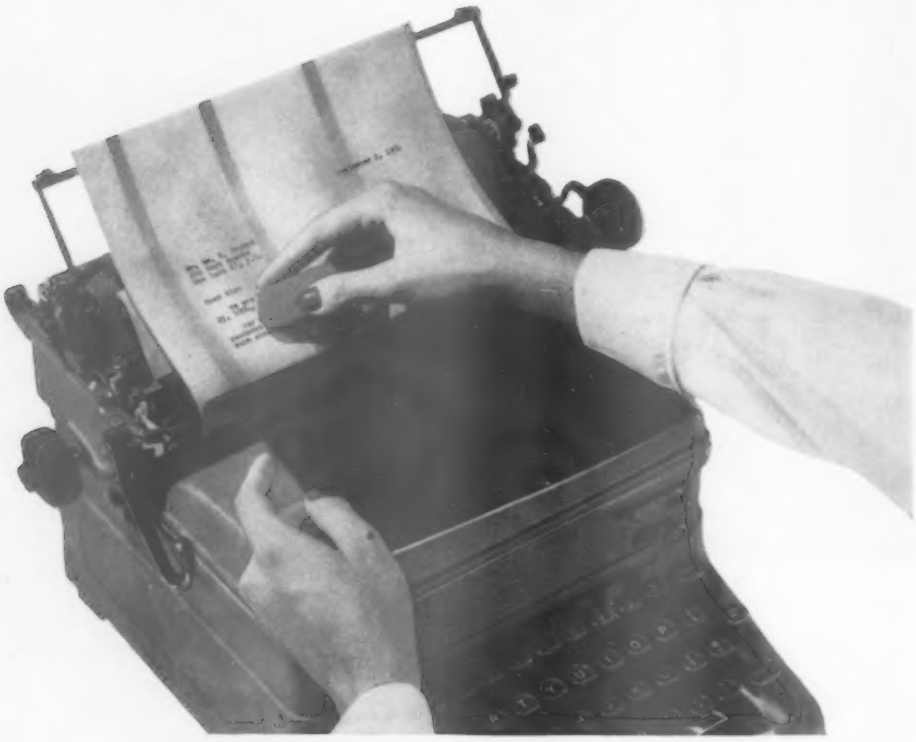
THE *Leopold* COMPANY

BURLINGTON, IOWA

Member: Wood Office Furniture Institute

No streaks!

—with FLAGSHIP



Streaks (roller marks) have been voted the most baffling problem in getting out perfect carbon copies — especially with the high feed-roll tensions of modern typewriters.

Now, with Flagship's newest metallic-back carbon paper development you have the easily proved, quickly demonstrated answer to that problem.

Roller marks are out! Clean, perfect copies of brilliant color strength and fine erasability are *in* — for *good* — with Flagship.

And Flagship can be counted on to lead the race for a genuinely better carbon paper that will give more satisfaction to more customers. If you are not getting results with "the line you have always bought" Flagship may be your answer.

FLAGSHIP is curl-proof, with smudgeless erasures. The metallic back makes it easier to handle, wear longer and give sharp, permanent copies. Meets the needs of more people with fewer weights and writing strengths.

Let us tell you more about Flagship. Make it a point to call or write us today.

ALLIED CARBON AND RIBBON MANUFACTURING CORPORATION

General Offices and Factory: 165 Duane Street, New York 13, N. Y.
Western Office and Warehouse: 3404 So. Main, Los Angeles 7, Calif.

Stile-Craft Now Makes Electro-Pointer

The Electro-Pointer, completely automatic pencil sharpener, now is manufactured and sold by the Stile-Craft Manufacturers, Inc., 1825 Macklind Ave., St. Louis 10, Mo.

Thirteen years ago the Electro-Pointer made its original appearance through the Triple E Products Company, St. Louis, Mo. Up until the time that critical materials were diverted for essential war purposes, the Electro-Pointer had been brought and used by scores of companies throughout the United States.

Dormant for a few years, this same pencil sharpener now, with a number of refinements added by the Stile-Craft engineers, is being offered for sale through office equipment and art material houses.

The Electro-Pointer, a fine precision instrument is encased in a beautiful streamline plastic case designed to enhance the beauty of either office or home. The Electro-Pointer requires no bolting down but is firmly held in place by a soft rubber skid-proof pad that cannot mar or scratch desk or table tops.

The Electro-Pointer has a full front view size changing device that allows the use of various size pencils. There is no groping for side openings or twisting of cranks. You just insert the pencil, at the natural writing angle and the Electro-Pointer instantly gives you a perfect point. It does not chew up pencils or waste lead but sharpens just enough. Bureau of standard tests show that the Electro-Pointer saves up to 40% on lead. Lead dust and shavings are kept in a sliding shavings drawer that can easily be emptied.

Although the Electro-Pointer was originally designed for the office, it has had great acceptance in art studios and engineering offices where a perfect pencil point is a must.

Electro-Pointer

PROVEN THROUGH 13 YEARS OF SATISFACTORY SERVICE

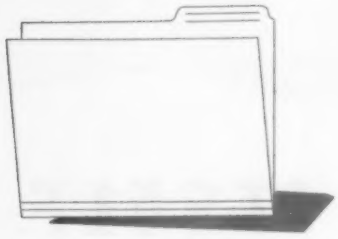
SELLS ITSELF
WITH THIS COUNTER DISPLAY

WRITE TODAY FOR COMPLETE INFORMATION

Just insert wooden pencil at the natural writing angle and the Electro-Pointer automatically gives you a perfect point, instantly. Will not chew up pencils, but sharpens just enough. A real item for office, home or school.

STILE-CRAFT *Manufacturers* **INC.**

1825 MACKLIND AVE. ST. LOUIS 10, MO.



For over 36 years the GUSSCO Complete Line of Filing Supplies has been a good and steady source of profit for an ever-growing number of dealers. No matter what the competitive situation, these dealers find that the uniform, good quality of all products bearing the proud name of GUSSCO, enables them to get a good share of the business—at a profit. The quality is right. The price is right. The line is so comprehensive that most of your customers' requirements can be filled from stock. And when specials are required, GUSSCO dealer service is without equal.

Join the GUSSCO dealer family today. Our catalog and price list will convince you. Write for it today.

GUSSCO

ALSO MANUFACTURERS OF THE FAMOUS

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TRANSFILE FILES • 'GUIDE-O-FOLDER' HANGING FOLDERS • 'GUIDE-O-FILES'

GUIDE SYSTEM & SUPPLY CO.

335 CANAL STREET — NEW YORK 13, N. Y.

WEST COAST REPS. — GUSSCO SALES INC., 337 WINSTON ST., LOS ANGELES 13, CAL.

. . . You can believe us when we say that this magnificent piece of equipment, precision designed . . . . goes everywhere! This "open-arm" policy is the direct result of such advanced features as a **25 second color** change and the ability to **reproduce continuous tone photographs**—both Roneo exclusives. Plus such features as a totally enclosed drum, completely automatic inking with Roneo's famous Semi-Paste Ink.

RONEO 500 – pays its way wherever it goes!

The Roneo 500 offers you the nearest thing to printing at mimeographing cost! Nothing like it at this price or any other price. For these and other Roneo features write for free copies of RONEOTRONIC Reproductions.

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EXCLUSIVE U.S. DISTRIBUTORS;
RONEO DUPLICATORS, ADDO-X MACHINES

IN OTHER LANDS

Representatives of office equipment concerns abroad, visiting in the United States, are cordially invited to make the offices of this journal their headquarters. The staff at the main office, 600 W. Jackson Blvd., Chicago, and the staff at the branch in charge of G. C. Wheeler at 1023 Pershing Square Bldg., Pershing Square, 42nd St. and Park Ave., New York, will be happy to be of any possible service. While the facilities at New York are not so many as at Chicago, there will be found the same desire to serve.

NOTES AND NEWS FROM THE BRITISH ISLES

By S. E. Rhodes

Lancashire Press Agency, 277 Corn Exchange Buildings
Fennel Street, Manchester 4, England

Manchester, Jan. 1

■ ANOTHER ANNUAL export record—the ninth since the war—is within the grasp of the office machine industry.

Already in 10 months, Britain's typewriter section has broken all records, shipments during the period amounting to £2,540,686, slightly in excess of the previous 12-month record set up last year, and nearly £½ million more than the total national production six years ago. Such is report of the Office Appliance & Business Equipment Trades Association.

Next section to show the most marked improvement during the 10 months was that devoted to duplicators—exclusive of offset lithos—and the manufacture of parts. Exports amounted to £1,126,032 worth of complete machines compared with £819,308 in the same period of 1953, and cases and parts yielded another £288,760 some £14,000 more than during the first ten months of 1953.

In all, office machinery exports for the 10 months amounted to £10,029,545, nearly £1 million more than in the corresponding period last year.

Australia was the largest individual customer, her imports from the U. K. totalling £1,800,000, over £400,000 more than in the 10 months of 1953. Exports to the U. S. A. amounted to £1,332,692 some £325,000 less, but New Zealand has taken £180,000 more, the Netherlands £100,000 more and South Africa £105,000 in excess of last year's imports at this time.

During the first nine months of 1954, it is interesting to observe, shipments of addressing, letter opening, franking, letter sealing, stamp affixing, cheque writing and similar machinery excluding duplicators, rose from £257,428 to £372,147 during the nine-month period; and duplicators and parts from £945,544 to £1,282,908.

* * * * *

Fairs are now very much the pattern of the industry in Britain, and there are two stationers' fairs which are being held early in 1955.

The first of these is that organized by the Stationers Association, and will be held at Harrogate.

The second fair is that which is being promoted by the well-known trade publication, the "National Newsagent, Bookseller & Stationer."

The "N. N" as the Journal is affectionately known throughout the newsagency trade, is planning the fair in London.

There is a fundamental difference between both fairs, and it will be interesting to compare results.

That organized by the Stationers Association will be run on the "stock-room" principle: in other words, rooms will be taken at hotels in Harrogate, and people will go from room to room and discuss trade matters with the buyers. Usually, on this principle one firm takes one room, but often two firms may combine and share a room.

The fair being organized by the "N. N." is based on the exhibition principle. People enter the exhibition and stand space is taken by individual firms.

* * * * *

An idea which might be developed is that used in Salisbury where the local Chamber of Commerce set about organizing a "Queen of Trade" in connection with the local "Shopping Week."

The lady who was ultimately chosen was Miss Eileen Hooker, a typist in the employ of Guarantee Typewriters Ltd., at Salisbury.

But what about an "office equipment" Queen, over the country as a whole?

Is it too much to hope that we could see a "get together" of the United States and Britain and other European countries to discover a world "Office Equipment Queen"? The cotton textile industry of the U. S. A. has its "cotton queen" and usually the lady in question embarks on a world tour and in so doing does quite a little bit of business from the prestige angle for American cotton and cotton generally.

An "Office Equipment Queen" should be able to push sales for office equipment and make the public more mechanically minded generally in the realm of the office.

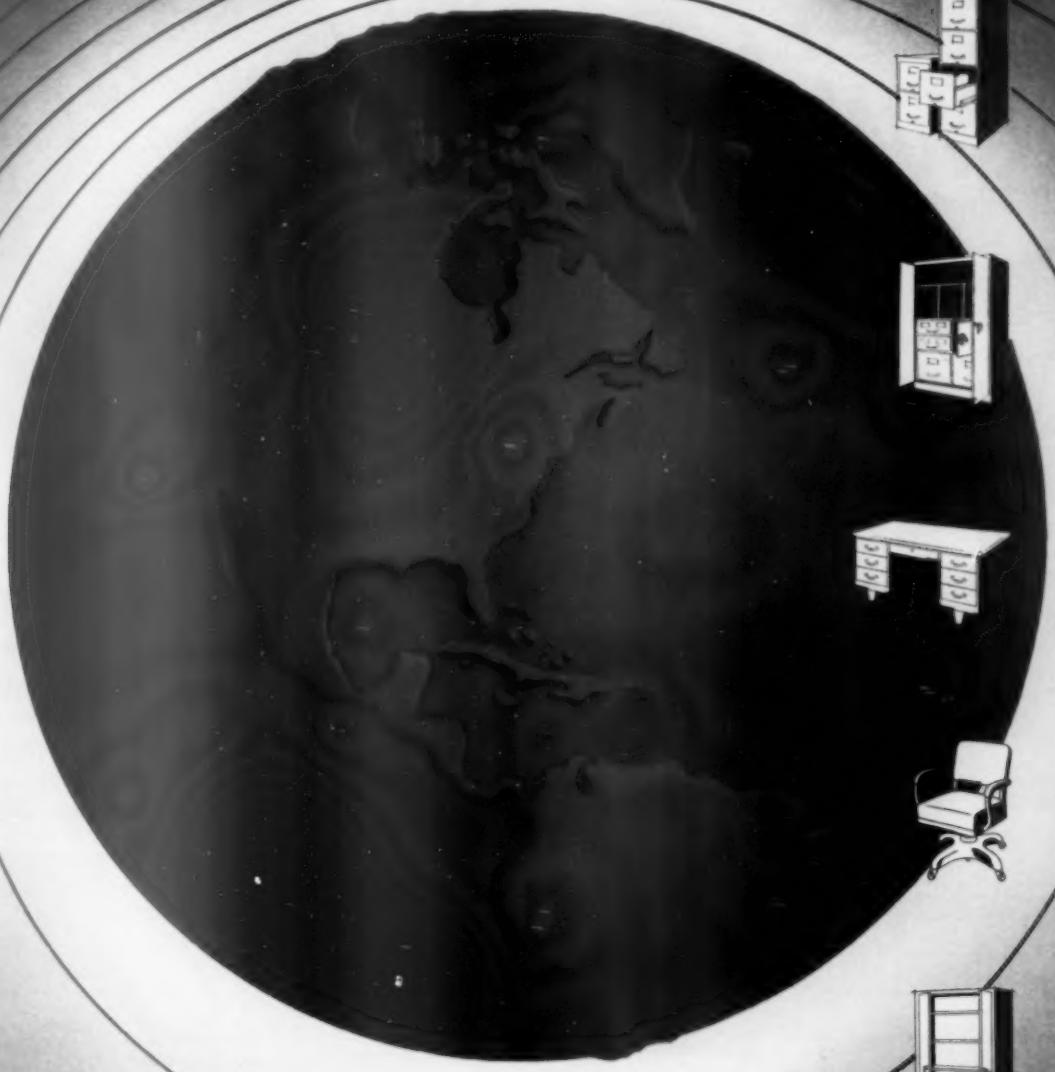
* * * * *

As this is the first article of mine for 1955, it is customary, of course, to try and look to the future. Many wish to review the past and although this annual stock taking is valuable, without doubt it is nostalgic. Probably that is the charm of it!

However, for 1955, may one be permitted to hope that we shall see, as an industry, the establishment of a museum for the industry? I say "industry" deliberately, for office appliances and equipment, whether they be the smaller type of equipment such as notebooks, pencils and the like or the heavier side of office machinery, is now an industry in its own right.

It may well be that in the United States, for example there is a museum for the industry. In Britain, so far a

(Turn to page 120, please)



FILING CABINETS

COMBINATION UNITS

STEEL DESKS

OFFICE CHAIRS

STORAGE CABINETS

world famous for quality

COLE-STEEL
COLE STEEL EQUIPMENT CO. INC. NEW YORK
MADE IN U.S.A.

BLUEPRINT CABINETS

The catalog that is most commonly in use among the more successful dealers

Visit us at the

National Office Furniture Show

CONRAD HILTON HOTEL, CHICAGO
MARCH 20 to 23
BOOTHS 11, 12, 31 and 32

FULL SUSPENSION FILE $39.95

GUARANTEED UNCONDITIONALLY!
These are brand new Cole Steel files in their original factory sealed cartons.

No other file at this low price has this really full suspension. 2 more filing capacity. The last folders in these files are as access as the first. Smooth gliding drawers, spring compressors and gu rods. Olive green or Cole gray baked enamel finish.

FOUR DRAWER LETTER SIZE — No. $39
14¾" wide, 52¼" high, 26⅝" deep
Shpg. wt. 125 lbs.

LEGAL SIZE 17¾" wide ..... No. 504 $4
Shpg. wt. 135 lbs.

THREE DRAWER LETTER SIZE — No. $3
14¾" wide, 40" high, 26⅝" deep
Shpg. wt. 100 lbs.

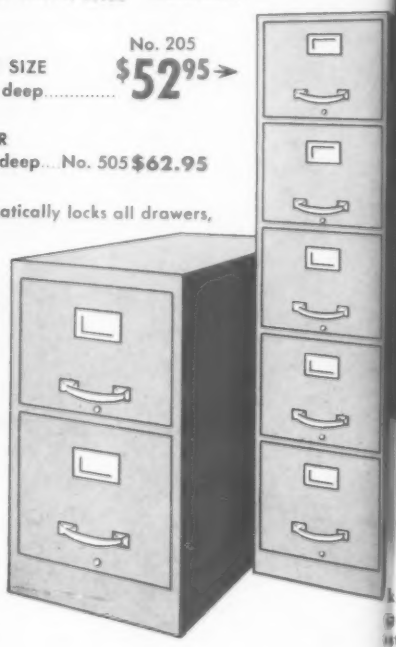
LEGAL SIZE 17¾" wide ..... No. 503 $4
Shpg. wt. 105 lbs.

Plunger type lock that automatically locks all dr of above, $9.00 additional.

FIVE DRAWER LETTER SIZE — No. 205 $52.95
14¾" wide, 60" high, 26⅝" deep
Shpg. wt. 143 lbs.

LEGAL SIZE FIVE DRAWER
17¾" wide, 60" high, 26⅝" deep ... No. 505 $62.95
Shpg. wt. 157 lbs.

Plunger type lock that automatically locks all drawers, $10.00 additional.

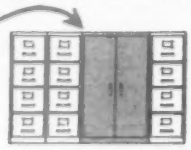


TWO DRAWER LETTER SIZE
Desk High, 14¾" wide, 24" deep ..... No. 202 $27.95
Shpg. wt. 65 lbs.

LEGAL SIZE Desk high, 17¾" wide, 24" deep ..... No. 502 $37.95
Shpg. wt. 75 lbs.

With lock that automatically locks both drawers, $4.25 additional.

MATCHING STORAGE CABINET
Cole's new No. 350 Storage Cabinet is designed to match the above 4 drawer files (has 3 adjustable shelves) $64.95



Prices slightly higher in Texas, Colorado, West of the Rockies and outside of U.S.A.

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COLE STEEL EQUIPMENT CO., INC.

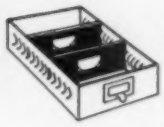
NEW YORK 285 MADISON AVENUE • **CANADA** COLE STEEL INTERNATIONAL, LTD. 329 DUFFERIN STREET, TORONTO, ONTARIO

Cole's 33 DRAWER STEEL CABINET

360 Compartment Capacity

10% MORE for 10% LESS!

Will pay for itself many times over in locating and safe-guarding important matter. For hardware, tools, catalogs, printed matter, cancelled checks, artwork, cuts, etc. Inside drawer dimensions: 8⅝" wide, 2¾" high, 12" deep. Cabinet size: 30⅝" wide, 37½" high, 13½" deep. Heavy duty steel, olive green or Cole gray baked enamel finish ..... No. 3312 **$35.95**



DIVIDER PARTITIONS . . . with label holders on them, adjustable on 1" centers. One set divides a drawer into three compartments. No. 133 ..... **49c** per set (two dividers to a set)

The above cabinet, each drawer equipped with two adjustable dividers, as illustrated, making 99 compartments ..... No. 3312D **$44.95**

BASES FOR ABOVE 14¾" high ..... No. 12D **$12.50**

INDIVIDUAL LOCKERS
$19.95 ea.

FOR SAFETY...SANITATION...EMPLOYEE COMFORT!

proves employee relationship. Used in ices, factories, or schools. Each locker a hat shelf, coat rod, one rear and two e hooks and a three way locking device. uminum handle with padlock attachment additional security. Heavy steel construc- n. Olive green or Cole gray baked amel finish.

No.		OVERALL SIZE Wide	High	Deep	Price
7801	Single Locker	12"	78"	18"	**$19.95**
7802	Double Locker	24"	78"	18"	**39.60**
7803	Triple Locker	36"	78"	18"	**59.25**

NUMBER PLATES . . . A polished aluminum number plate furnished at no additional charge. Your choice of numbers.

LOCKS: Available with Yale flat key lock, each lock keyed differently . . . $2.10 ea. additional.

FILING STOOL

kes filing easy, ends gue, smooth rolling casters, st fabricoid top. 11⅝" h, Green, Gray, Red, Blue rown.

No. 750
$8.75

COLE'S "AIR FLOW" FILES

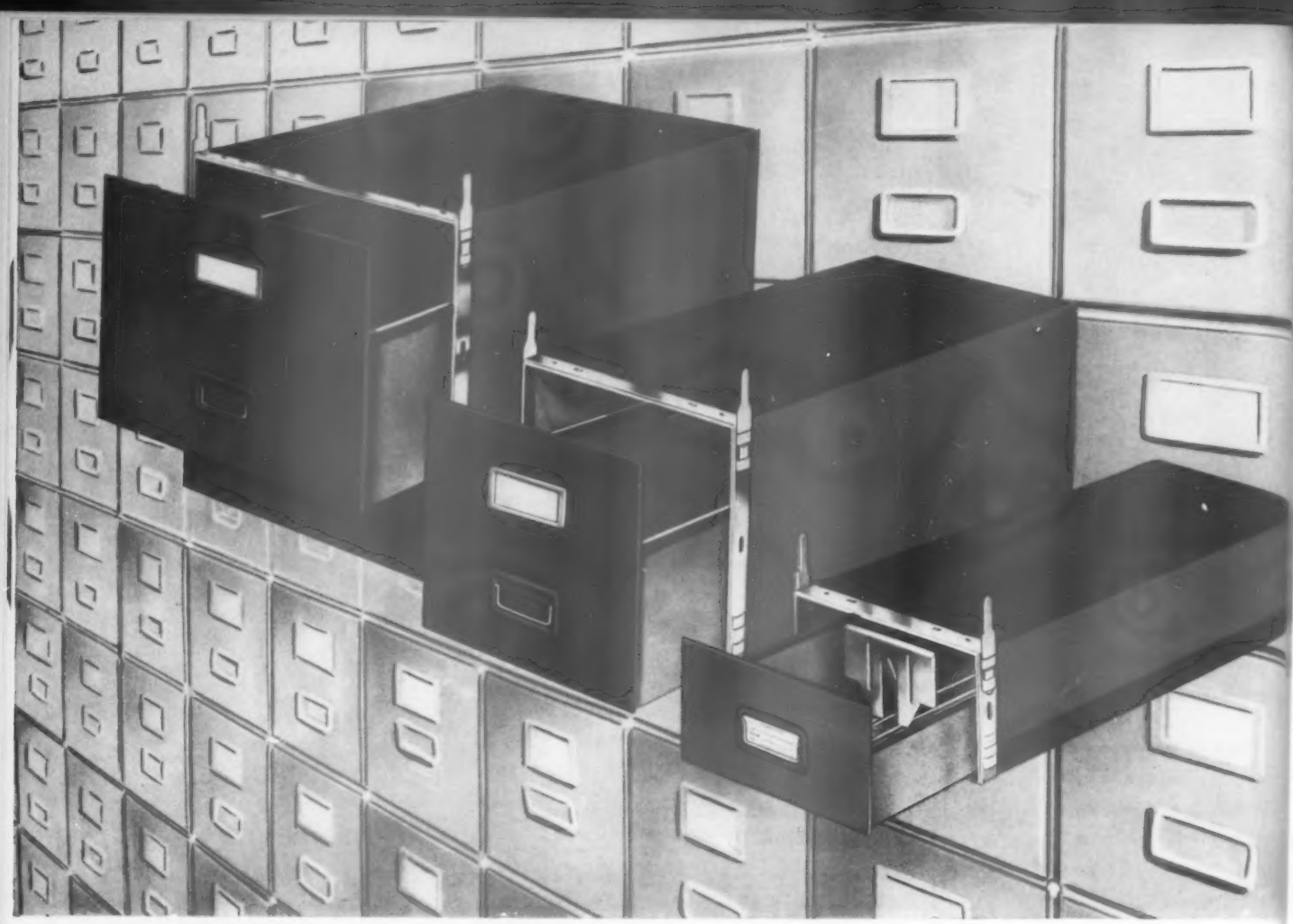
A heavy duty Grade "A" cabinet with a progressive ball-bearing suspension cradle within a suspension cradle. An outstanding achievement in engineering by COLE, world famous for fine office equipment. Equipped with safety latches and positive side lock compressors. Ruggedly constructed of extra heavy gauge steel, electrically welded throughout. Because of the structural strength of the case work and the effortless ease of its drawer operation, "AIR-FLO" files will last a lifetime. Beautifully finished in Olive green or Cole gray baked enamel.

	SIZE	No.	GREEN OR GRAY	GRAINED* FINISHES	PLUNGER LOCK FOR ALL DRAWERS
2 DRAWERS	LETTER — 14¾" w, desk high, 28⅝" d.	1002	**$54.50**	**$63.50**	$10.75 add'l.
	LEGAL — 17¾" w, desk high, 28⅝" d.	8002	**59.75**	**68.75**	10.75 add'l.
3 DRAWERS	LETTER — 14¾" w, 40" h, 28⅝" d.	1003	**74.50**	**88.75**	11.00 add'l.
	LEGAL — 17¾" w, 40" h, 28⅝" d.	8003	**82.50**	**96.75**	11.00 add'l.
4 DRAWERS	LETTER — 14¾" w, 52¼" h, 28⅝" d.	1004	**81.90**	**96.90**	11.25 add'l.
	LEGAL — 17¾" w, 52¼" h, 28⅝" d.	8004	**93.75**	**108.75**	11.25 add'l.
5 DRAWERS	LETTER — 14¾" w, 60" h, 28⅝" d.	1005	**95.00**	**112.00**	13.00 add'l.
	LEGAL — 17¾" w, 60" h, 28⅝" d.	8005	**108.00**	**125.00**	13.00 add'l.

**Grained finishes are: Walnut . . . Mahogany . . . Knotty Pine*

COLE STEEL EQUIPMENT CO., INC.

NEW YORK 285 MADISON AVENUE • **CANADA** COLE STEEL INTERNATIONAL, LTD. 329 DUFFERIN STREET, TORONTO, ONTARIO



PRONTO STORAGE FILES

for less active records..

Letter Size $3.55

Legal Size $4.35

Check Size $2.40

OTHER SIZES AND PRICES

SUGGESTED USES	Inside Dimensions			FIBRE BOARD DRAWER FRONT			STEEL DRAWER FRONT		
	Width	Height	Length	File No.	PRICE Single	PRICE Carton	File No.	PRICE Single	PRICE Carton
†Letter Size	12⅜	10¼	24	E210	$3.55	$3.45	1210L	$4.45	$4.35
†Letter Size	12⅜	10¼	15	E210S	3.45	3.35	1210S	4.35	4.25
†Legal or Cap	15⅜	10¼	24	E510	4.35	4.25	1510L	5.60	5.50
Invoices	10⅞	8¾	24	E109	3.20	3.10	109L	3.95	3.85
*2 Rows 8x5 Forms	10⅞	8¾	24	E108	3.50	3.40	108L	4.25	4.15
*Invoices or 2 Rows 8x5	10⅞	8¾	18	E108M	3.45	3.35	108M	4.15	4.05
Freight Bills	9⅛	7	24	E97	3.00	2.90	1971L	3.55	3.45
Checks	10½	4¾	24	E104	3.05	2.95	104L	3.95	3.85
Drafts or Checks	9⅛	4¼	24	E94	2.40	2.30	1941L	3.00	2.90
Drafts or Checks	9⅛	4¼	18	E94M	2.35	2.25	1941M	2.95	2.85
5x8 Forms	8⅜	5¾	24	E85	2.70	2.60	1851L	3.30	3.20
•Deposit Slips (2 Rows)	8⅜	5¾	15	E85S	2.60	2.50	1851S	3.20	3.10
Deposit Slips	8⅜	4¼	24	E84	2.40	2.30	1841L	3.00	2.90
Tabulating Cards	7⅝	3¾	24	E73	2.40	2.30	1731L	2.95	2.85
*3x5 Cards (3 Rows)	16½	4½	24	E64	4.35	4.25	1645L	5.60	5.50
*4x6 Cards (2 Rows)	12⅜	5	24	E24	3.20	3.10	1245L	3.95	3.85
*3x5 Cards (2 Rows)	10⅞	3¾	24	E103	3.05	2.95	103L	3.85	3.75
Vouchers (Upright)	5⅛	10¼	24	E592	3.35	3.25	1592L	4.25	4.15
†Ledger Sheets	9½	12	24	E91	4.05	3.95	912L	4.90	4.80
†Ledger Sheets	12⅜	12⅛	18	E12	5.15	5.05	1212M	6.70	6.60

*These numbers have removable divider partitions. †Packed 6 to a carton—all others 12 to a carton.

STURDY CONSTRUCTION — Prontos are bu 275-lb. test corrugated fibre board and forced with steel on the shell and the four co of the drawers.

SAVE FLOOR SPACE — Constructed so that interlock into solid units and stack as hi the ceiling, saving valuable floor space.

LOCATE YOUR RECORDS EASILY — No more of fussing and fuming. With Pronto files yo get at all records just as easily as in your m active files.

BEAUTIFUL APPEARANCE — Pronto files are tiful in appearance, finished in an attractive green. The steel drawer front matches your lar active office files.

Prices slightly higher in Texas, Colorado, West of the Rockies and outside of U.S.A.

CUTS OR PHOTOGRAPHS OF ALL COLE PRODUCTS AVAILABLE ON REQUEST

PRONTO FILE CORPORATION

NEW YORK 285 MADISON AVENUE • **CANADA** COLE STEEL INTERNATIONAL, LTD. 329 DUFFERIN STREET, TORONTO, ONTARIO

ROUND and ROUND

TO STOP AT ANYTHING YOU NEED IN CARBON PAPER—CARBON ROLLS—INKED RIBBONS

H. M. Storms is ONE stop for everything. At Storms you'll find hundreds of items in stock . . . to take care of your immediate needs . . . or made up to your special requirements at short notice.

Do as other satisfied dealers have done for almost 50 years . . . depend upon Storms for the finest Carbon Paper, Carbon Rolls and Inked Ribbons.

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Typewriter Ribbons

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The Storms Service Bureau is ready to help you with special applications of carbon paper, inked ribbons and carbon rolls. You are invited to consult with Storms any time you get such requests from your customers. No obligation, of course.

RECORDS ETERNAL

Ready for you NOW — the new 1955 Storms Catalog . . . 32 pages of quick reference to hundreds of items. Write for your copy TODAY!

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Storms Building, Brooklyn 38, N. Y.

Gentlemen: We are interested in the Storms Private Brand Program.

☐ **Please send us complete information and samples.**
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H. M. STORMS COMPANY

STORMS BUILDING, BROOKLYN 38, N. Y.

In Old Mexico

Firm 80 Years Young Proud of Its Wares

by Mabel F. Knight
Correspondent

■ "WE HAVE BEEN in business here 80 years and we have the best stock of office appliances in the city," said Raoul Lorenzo Gonzalez of Muebleria Modelo S.A. This was at 3a Donceles 67, in the street where so many show windows boasted that type of goods. Raoul takes pride in exposition of wares and while it would be unjust to other firms to say that it surpassed their competitors, it was possible to agree that this was a good show.

All kinds of office appliances literally gleamed at us. Workmen were busy polishing every speck of wood they could see. When asked where that wood came from, they said: "Yucatán." Also they were proud to affirm it was mahogany. "All our wood is mahogany," said Sr. Gonzalez.

Then, so as not to disappoint the one from the United States, he said: "Come in here," and led the way into a small room where were piled all kinds of steel fixtures, casters, and the underpart of swivel chairs. He added: "Those are all from the United States." But it was learned the firm did not export any of their furnishings to the country to the north, the reason being that the taxes were too high at present. So they turned their attention to South and Central America for customers.

Have National Distribution

But their office appliances are shipped all over Mexico and one of their favorite places is Guadalajara, that busy industrial city. It also is a grand tourist center with so many places to visit from its center, that artist colony of Ajijic, Lake Chapala, Tlaquepaque and Tonala to mention a few.

There are two factories connected with the firm of Gonzalez, one at Tlalnepantla. All their material is confined to wood and hides or skins. Then there is another smaller factory quite near their store on Donceles at Cuba 86. The firm employs at least 40 men.

But what they take pride in for the most part is that they are 100% Mexican or Spanish for Raoul Gonzalez at Donceles is Spanish having been educated at Santiago de Campostela in Spain, while Sr. José Lorenzo is typically Mexican.

While their mahogany comes from Yucatán their hides were from the Argentina and St. Louis, Mo. What we call divans they call Pullmans and they take a great pride in the variety they have to offer their patrons.

The hides are in all colors and wear exceedingly well.

***Mahogany from** Yucatan gives strength to desks.*

***Chairs of** every variety are a source of income.*

They look comfortable, though they asked me to sit in their plain wooden chairs of mahogany rather than to molest in any way their chairs of skin.

There were many long tables both at Donceles and Bucareli and one could imagine that they would be used for a meeting of dignified directors.

***Hides from** St. Louis add color to this grouping.*

Most of their desks and tables are covered with a fine quality of glass which comes from Monterrey. But that is only put on after the wood is polished so one's face is mirrored. Everything in their stores is immaculately arranged although it presents the appearance of a warehouse rather than an office.

Everything for an Office

They have everything necessary for an office. Bookcases of all descriptions with locked partitions on both sides and shelves in the center protected by glass, while the mahogany glowed. Tables and desks of all sizes were there, some almost hidden while others were out front.

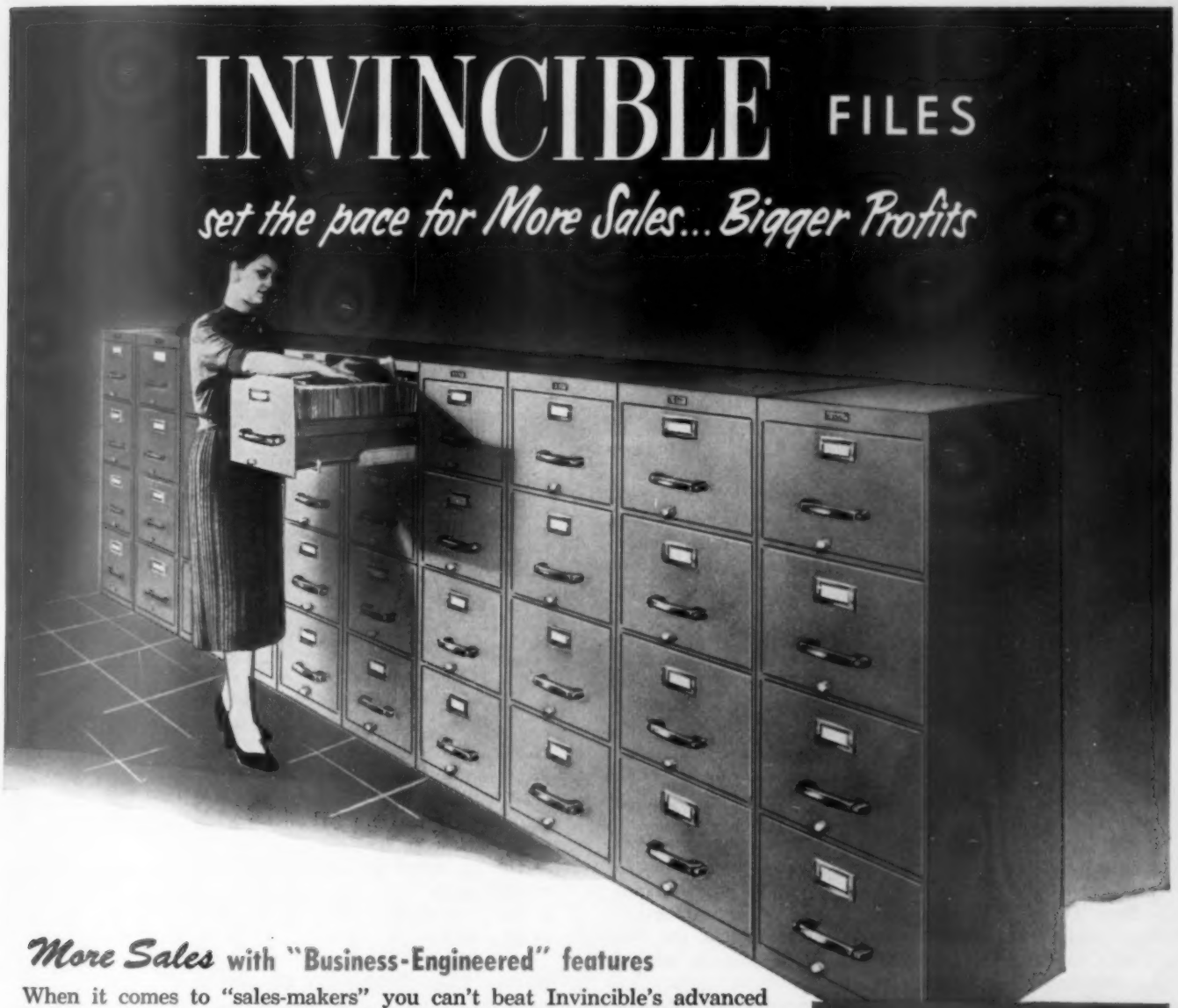
But they seemed to take special joy in their chairs. I never saw so many kinds before, the swivel ones, the plain chairs, the chairs of mahogany and hide and the divans. They were everywhere in evidence. For the purchasers it is easy to see the pieces of office furniture they wish and to give their order.

They said they had a factory on Cuba 86, but that was an old Colonial Building and the only evidence I saw of life was a woman holding a baby. However, there was a courteous Mexican who tried to help me out and the phrase, no loss without some gain, came to me for he, himself had a store with articles for office appliances and one could well see a woman's touch in it. Instead of a helter-skelter arrangement, it was like a house with furniture arranged for living. And I found that the husband and wife kept it with a few workmen. Here again everything was of palm and mahogany.

His name is Jesus Tena Diaz. They send their furniture all over the Republic and to the southern parts of the continent as Central and South America, and their business seemed to be flourishing.

INVINCIBLE FILES

set the pace for More Sales... Bigger Profits



More Sales with "Business-Engineered" features

When it comes to "sales-makers" you can't beat Invincible's advanced design and construction feature for files. Take the free-floating drawer suspension, for example . . . and the ball-bearing guide rollers, finger-touch compressors, newly designed hardware and the handle with the built-in drawer latch. These are features you can *really* sell . . . features that cut filing clerk fatigue and step up office efficiency. Yes, it's easy to see why Invincible dealers from coast to coast ring the profit bell more often with these "Business-Engineered" files.

Bigger Profits from "only-through-dealer" sales

Under this sales policy, we sell only to you—there are no company-owned branches or retail outlets to take customers away from you. What's more, Invincible files are presold in a dramatic nation-wide advertising program . . . with all inquiries directed to you.

So — display, stock and sell Invincible files. See how this "business-engineered" line means more sales, more profits for you. Write today for details.

And for top-drawer secrets, add an Invincible file with the original Concealed Safe Unit.

INVINCIBLE

Office equipment for better business living

INVINCIBLE METAL FURNITURE COMPANY • Manitowoc, Wisconsin

In Canada: A. R. DAVEY COMPANY LIMITED, *Factory Representative*
175 Bedford Road, Toronto 5, Canada

MEETINGS · DINNERS · CONVENTIONS

New York NOFA Chapter Entertains at Holiday Party

Despite a full day of rainy weather some 175 members, their wives, guests, employees, manufacturers and their representatives attended the annual holiday party and dance of the New York Chapter, National Office Furniture Association. It was held in the Baroque Room of the Brass Rail Restaurant, New York, N. Y.

Preceding the gala affair a reception and cocktail party was held in the lounge adjoining the Baroque Room. Warm, friendly Yuletide holiday spirits prevailed and a festive occasion it was from start to finish with music, singing, entertainment and good fellowship.

After a luscious roast beef dinner, chairman of the entertainment committee, Ben Itkin, Itkin Brothers, Inc., who acted as master of ceremonies for the evening, introduced President James Kahlert, Clark & Gibby, Inc. President Kahlert expressed his appreciation and thanks to Chairman Ben Itkin and his committee for doing a splendid job in making the affair a memorable one. On behalf of the New York Chapter, he thanked all those who had donated gifts for the affair and concluded with holiday wishes.

Mr. Itkin next called upon NOFA President Bernard H. Nemlich, Regan Furniture Corporation, who extended greetings from the National Office Furniture Association.

Moe Turman, Metwood Office Equipment Corporation, first president of NOFA and past president of the New York Chapter, remarked that the greatest pleasure he finds in attending these annual parties is in observing that each generation of presidents are more aggressive than their predecessors.

Music was provided by Danny Eslon and his Society Orchestra for those who cared to dance between courses and for the balance of the evening. Entertainment consisted of a number of acts both amusing and entertaining performed by well-known stars of stage, radio and television fame.

O'Leary Elected Head of NET Club

Spencer O'Leary, L. E. Waterman Company, was elected president of the New England Travelers Club at the annual meeting attended by 28 on December 30 at the Kenmore Hotel in Boston. Other officers named are:

First vice-president—Max Smith, Joseph Dixon Crucible Company.

Second vice-president—David Keir, Dennison Manufacturing Company.

Secretary-Treasurer — Russell Pacquette, Eagle Pencil Company.

The club voted to publish a new roster and tendered appreciation to retiring president Ralph Gerard, Sanford Ink Company, and John Dunne, National Blank Book Company, NET Club editor.

An appeal for support of the Boston Stationers Association scholarship fund was made by Charles P. Anderson of Groom's.

Wholesale Stationers Await Convention

The Wholesale Stationers Association of U.S.A. 39th annual convention will be held February 28-March 3 in the Hotel New Yorker, New York City.

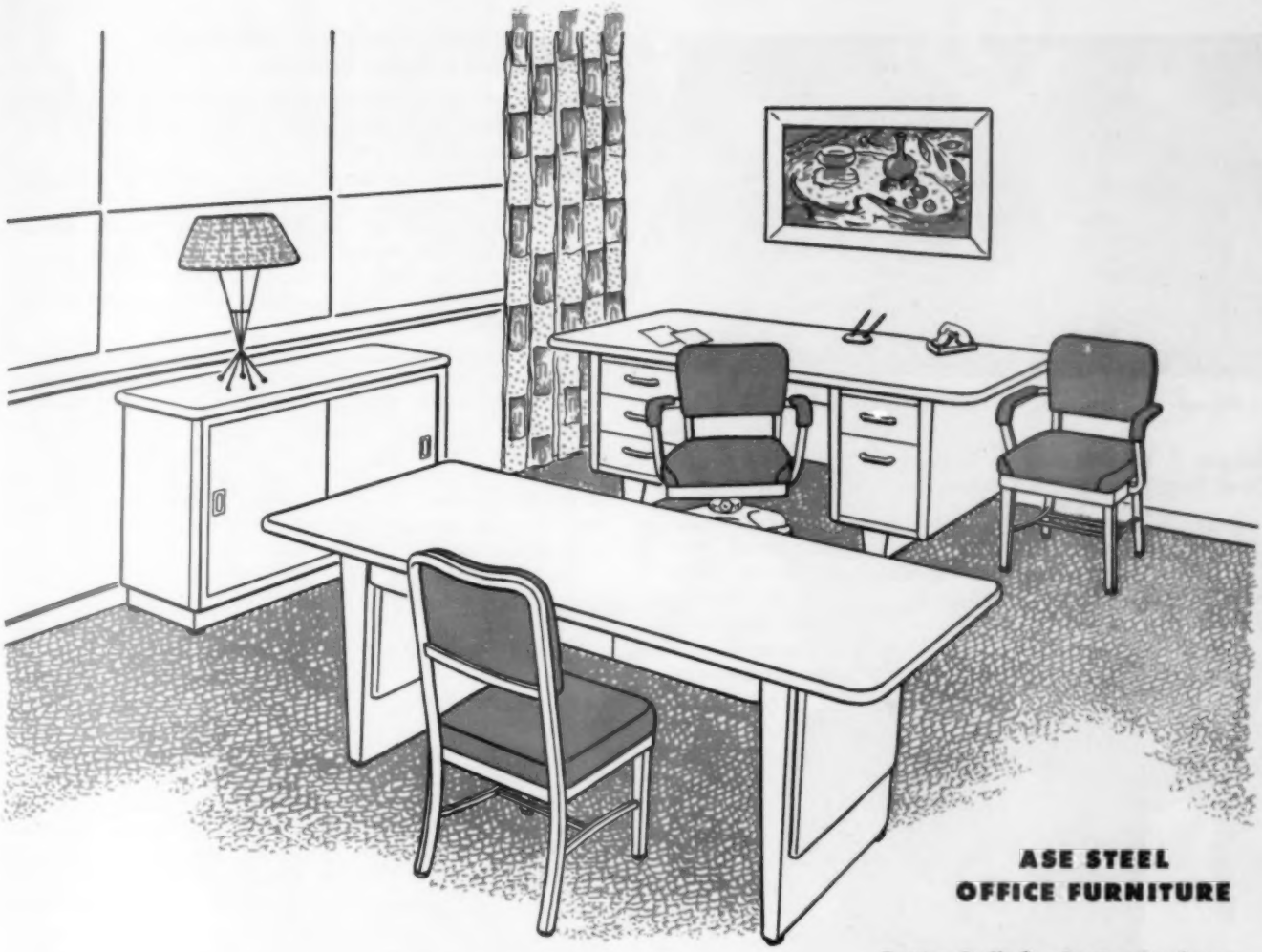
Registration fee has been set as $20.00 for each convention delegate and $15.00 for each lady attending, the same as last year.

The fee covers the convention business program, all convention social events including the Mexican Fiesta on the evening of March 2 and the annual banquet on the night of March 3.

Boston Club Celebrates Christmas

The Christmas party of the Wardworkers Club was staged Dec. 7 in the Surrey Room of the Hotel Touraine in Boston. A cocktail hour was followed by an excellent dinner which preceded the dancing. Ralph Hanrahan of Ward's sales force served as emcee and Arthur King, vice-president and general manager, presented a gold wrist watch to Mrs. Ruth Holmes in honor of her initiation into Ward's Quarter Century Club.

New York Chapter of NOFA Holiday Party Held at the Brass Rail Restaurant

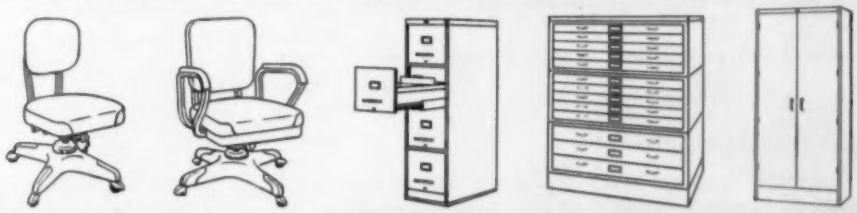


ASE STEEL OFFICE FURNITURE

Better Built for Better Business

QUALITY

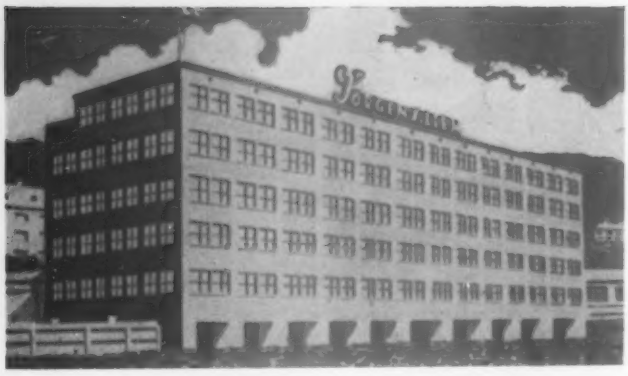
The superior quality of ASE steel office furniture is inherent in its design, construction and finish. The extra advantages ASE offers you are real. You can see them... test them...demonstrate them on your floor. • Here are some ASE advantages to look for. All are ASE developments...many are exclusive. • Desk tops have rounded corners and mar-proof Styledge Molding set in anodized aluminum trim. Pedestals are tapered...styled for pleasing appearance. Pedestal bases are smoothly rounded —no sharp edges to catch or scuff shoes. Island bases afford more comfortable foot room. Desk drawers are extra deep. They glide smoothly, easily, quietly on six patented Nylon bearings. Desks are Bonderite treated to resist corrosion and provide the finest, permanent, lustrous finish. Every ASE product has similar exclusive advantages. ASE office furniture is easy to sell—means greater profit for you.



Put the smart, new ASE furniture to work on your floor

ALL-STEEL EQUIPMENT INC., Aurora, Illinois

Write for complete information. Franchise may be open in your community



In Norway . . . Jorgen S. Lien factory in Bergen.

Jorgan S. Lien, Maker of Regna Cash Registers, Holds Conference

Jorgan S. Lien of Bergen, Norway, manufacturer of Regna cash registers, at his 1954 sales convention entertained some 200 representatives from Austria, Belgium, Canada, Denmark, Finland, Great Britain, France, Holland, Norway, Sweden, Switzerland and the United States of America.

The British delegation was the largest with some 31 men in the group, consequently English was the predominant

Take a Bow . . . Jorgen S. Lien introduces Miss Quota, 1954.

language. However, there were simultaneous translators on hand for every lecture, and through the use of earphones everyone at the same time enjoyed the talks.

In addition to the lectures held in a convention hall, tours were made through the factory where information about the products was given. Other plants in Bergen were also visited and there was time for some sightseeing tours.

Products of the Jorgan S. Lien factory on which attention was focused included Regna cash registers, Adwel and Regna adding machines and Joeli fire-resistant safes and money chests.

Approximately 4,000 people are in the Jorgen S. Lien organization.

New England Travelers Celebrate

The New England Travelers Club to the number of 25 couples enjoyed a pleasant evening at the club's annual Christmas party. The affair was staged Dec. 10 at Boston's downtown businessman's private restaurant, the "99" Club. The enjoyable evening was the result of careful planning by Chairman Dick Madden and his capable aids.

President Ralph Gerard limited official talking to a few announcements, one of which explained the absence of Mr. Madden. It revealed that his wife had just presented him with their fourth child, a girl. An excellent dinner followed by dancing concluded the gala affair.

Stationers 12:30 Club Holds Yule Party, Elect Edward J. Healy President

More than 90 members and guests attended the annual Christmas party of the Stationers 12:30 Club of New York on December 27 in Rosoff's Restaurant.

Sociability prevailed as dealers, manufacturers and sales representatives gathered to enjoy the evening.

The refreshments and appetizers served before dinner were good, as was the old-fashioned filet mignon dinner that followed. Strolling musicians with accordion and guitar provided both music and song with members joining in the chorus.

After holiday greetings, President Ralph Barnett, Blaisdell Pencil Company, expressed his appreciation to chairman Edward Leventhal, Biddle Purchasing Company, and his committee for doing a splendid job in arranging the festivities.

Treasurer Ed Leventhal gave the treasurer's report, the Ready Relief fund report and spoke briefly on the Associated Hospital Service including both the Blue Cross and Blue Shield plan.

Announcement was then made that the membership has now reached a total of 285 members. The following new-members were introduced: Hy Gordon of Arthur Brown & Brothers, Inc.; Kurt Marcus, manufacturers' representative; Anthony Marasco, Kenmar Stationery & Printing Company, New York City, and Harry Glassman, Lerman Brothers.

Treasurer Leventhal then announced that the Club's usual donations of $25.00 each were made to the following worthy causes: New York Herald-Tribune Fresh Air Fund, The New York Times 100 Neediest Cases Fund, American Red Cross, National Foundation for Infantile Paralysis and The National Cancer Society Fund. He also informed his listeners that the club has established a memorial fund in honor of former treasurer Dwight N. Briggs. In conclusion he announced that Jacob Schulman, Legal Stationery Company, Inc., New York City, was recovering from his recent illness.

Chairman of the nominating committee, Philip G. Tagley, Consolidated Loose Leaf, Inc., placed in nomination the following slate:

President, Edward J. Healy, Wilson Jones Company; vice-president, Harry Sills, Commercial Stationery Company, New York City; secretary, George F. Griffiths Jr., Noesting Pin Ticket Company, Inc.; treasurer, Edward Leventhal, Biddle Purchasing Company. All were unanimously elected.

Retiring president Barnett thanked his officers and committees for their support during his administration. He then introduced President elect, Edward J. Healy, who expressed his appreciation for the honor bestowed on him.

Peck Again Heads New York OMDA

The Office Machine Dealers Association of New York held its regular monthly meeting last December 14 at the Hotel Governor Clinton. President Harold Peck, Ideal Business Machines, turned the chair over to David Silvers, American Business Machines, Inc., for the election of officers and directors for 1955.

The following were unanimously elected for the next year: President, Harold Peck; vice-president, Harry Ritchie, Addressing Machine & Equipment Company; treasurer, Sam Stein, Quality Office Equipment Corporation; sergeant-at-arms, Frank Nemzer, Nemzer Typewriter Exchange and Ben A. Engel, International Typewriter Company; counsel, Charles F. Krause, Jr.; directors, David Silvers, chairman; Walter Dailey, General Business Machines Company; Jack Hutter, Check-Writer Company, Inc.; Richard Gibian, Richard Gibian Business Machines; Paul Martin, Longacre

Now meet the "Super-dupers" ...alias the Sturgis 2200 line!

No. 2225
Office guest chair, a friendly companion to either No. 2200-G or No. 2200.

No. 2200-G
Here is Supreme Comfort swiveling on the famous Sturgis fiber glass base.

For all men in big jobs and big men in all jobs, these chairs provide a combination of prestige and comfort as distinctive as a maharaja's limousine.

The 2200-G swivels on our exclusive Fiber Glass Base and the 2200 rotates on our famous streamlined steel base. Specifications for both numbers: Seat widths—22½" at front, 20½" at back; seat thickness—5½" at front, 4" at back with full depth foam rubber pad over springs. Backrest widths—23½" at top, 20½" at bottom; height-22½"; thickness-5¼" including a 2¼" cored foam rubber pad over springs. Armrests—4" wide—1¾" cored foam rubber pads—21" spread. Seat height from floor: 18¾" front, 15¾" rear with 3½" of upward adjustment. The 2225 is comparable in appearance and specifications for rounding out any well appointed office

No. 2200
Here is Supreme Comfort swiveling on the famous Sturgis streamlined metal base.

Plan now to attend the

NOFA CONVENTION-EXHIBIT
March 20-21-22-23, the Conrad Hilton, Chicago

Much to see, much to learn!
Top speakers! Forum discussions!
Over 200 exhibits!

VISIT THE STURGIS EXHIBIT IN BOOTHS 143-144-145

Sturgis

POSTURE CHAIRS

Manufactured in Sturgis, Michigan and Charleston, South Carolina
THE STURGIS POSTURE CHAIR COMPANY, STURGIS, MICHIGAN

Business Machines, and George Purvin, Superior Typewriter Company, Inc.; Executive Secretary, Lemuel Bannister, Jr.

Edward R. Moore, Eric Steiner, Inc., condemned the practice of buying and selling office machines made in communistic countries. These machines, he said, were sold below the prices of standard makes and without service or part guarantees.

Several members concurred with Mr. Moore's viewpoint. Mr. Moore proposed that the association should seek legislation requiring all imported machines to bear the country of origin where it can be plainly seen. Further consideration of this matter is scheduled to take place at the next meeting.

An honored guest of the evening was Erik A. Ohlsson, President of Facit, Inc. He spoke to the membership introducing Hans Herlitz, export manager for the Odhner plants.

Louis Merlano of Facit, Inc., New York sales office, gave a short demonstration of the Facit calculator, Halda typewriter and Odhner's new adding machine with automatic multiplication.

Representing the Rex Rotary distributing corporation were Mr. Shaber and B. Hollander to demonstrate and discuss the new "Listax" addressing machine which their organization is now distributing.

Reynell Elected President of GLTC

Robert Reynell, Oxford Filing Supply Company, is the new president of the Great Lakes Travelers Club, succeeding Walter S. Lennartson, editor of OFFICE APPLIANCES.

At GLTC Helm . . . TOP—Robert Reynell, new president, receives gavel from Walter S. Lennartson, retiring head officer. BOTTOM—Al Cote, second v.p.; Doug Allen, first v.p.; Reynell; Ray J. Eichenlaub, comptroller; Joe Falbo, treasurer; Clarence Clemen, secretary; Harry Hoffman, third v.p.

Elected with Mr. Reynell on December 30 were the following:

First vice-president—Doug Allen, American Pad & Paper Company.

Second vice-president—Al Cote, Reyburn Manufacturing Company.

Third vice-president—Harry Hoffman, Joseph Dixon Crucible Company.

Treasurer—Joe Falbo, Codo Manufacturing Corporation.

Secretary—Clarence Clemen, G. J. Aigner Company.

Comptroller—Ray J. Eichenlaub, Service Steel Products Corporation, re-elected.

The organization ended its year with a record membership of 253.

Clary Managers Get Briefing on New Machine . . .

One of a continuing program of meetings to acquaint branch managers with the new 10 key adding machine produced by Clary Multiplier Corp. finds managers from the Northwest in session at Seattle. SEATED (left to right) are Richard Hayward, Harold Sollway, R. A. Kinsman, C. J. Blum, Bruce Morgan, Lionel Domreis and J. J. Blum. STANDING are home office and regional representatives Richard Dodge, Richard Barrett, Wayne Smythe and J. L. Jackson.

American Fiber-Velope Honors Clemens

W. A. Clemens

A testimonial luncheon was tendered by the entire personnel recently to Walter A. Clemens, who served as the company's first president, on the occasion of his 40th anniversary with the American Fiber-Velope Manufacturing Company. The luncheon was held in the plant at 229-233 N. 63rd St., Philadelphia, Pa.

The testimonial was highlighted by the presentation of a large colored portrait of Mr. Clemens, which will hang in the reception room of the new building to be erected in the near future in Collingdale, Pa.

At the same time, a gold watch was presented to Miss Sarah Smith, whose years of service gained her admission to the Quarter-Century Club of the company.

32 Quality for Friden Service Awards

Thirty-two employees of the Friden Calculating Machine Company, Inc., qualified for 20-year service awards in 1954. The concern's 11th annual service awards dinner was held last December 3 at Castlewood Country Club in nearby Pleasanton, Calif.

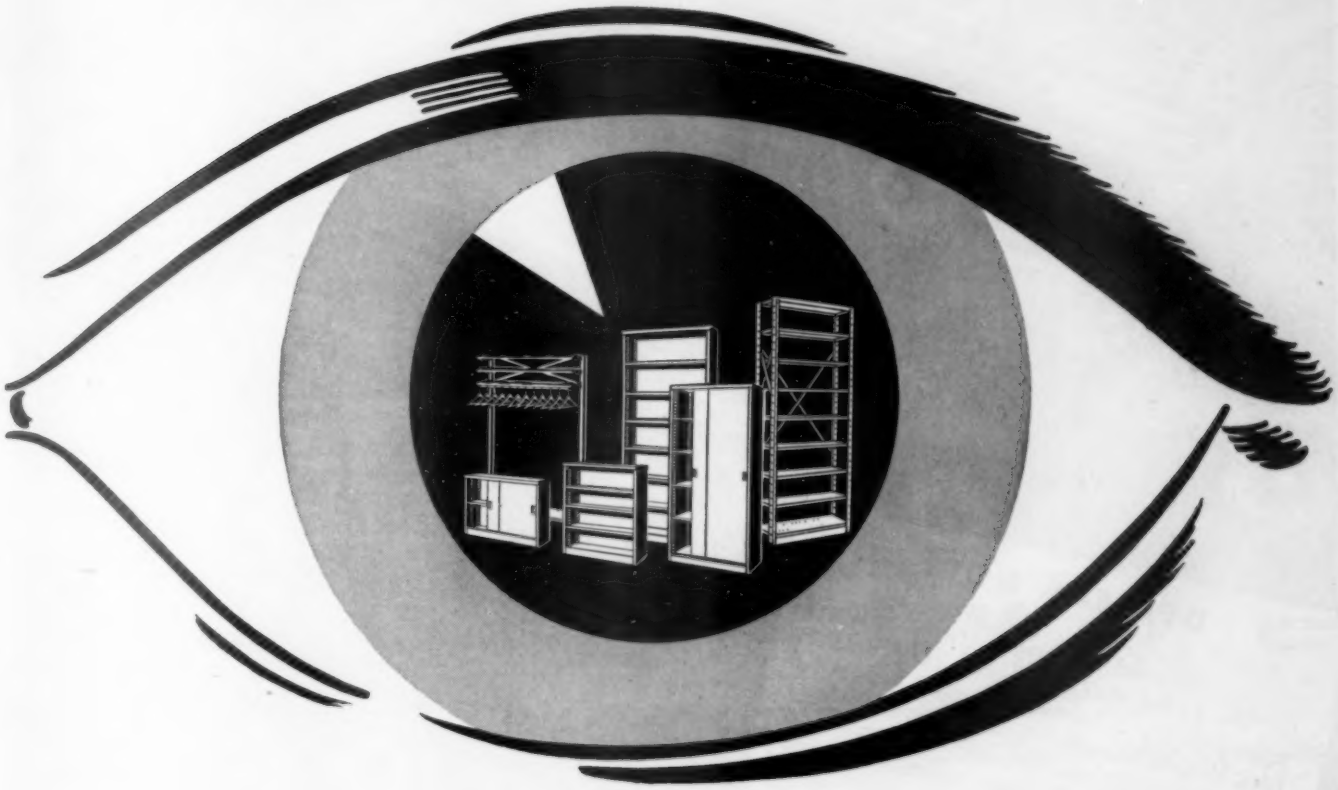
In addition to the 20-year award group, 86 employees received 15 and 10 year pins.

Prominent among those honored for 20 years of service were: Friden President Walter S. Johnson; John M. Lund, chairman of the executive committee; C. T. Gruenhagen, secretary-treasurer, and directors J. B. Lewis and M. D. Martinet. Vice-President L. B. Taylor, a veteran in calculating machine sales, received a 10 year award.

Well-known sales personnel from both domestic and foreign Friden offices to gain 20-year awards were:

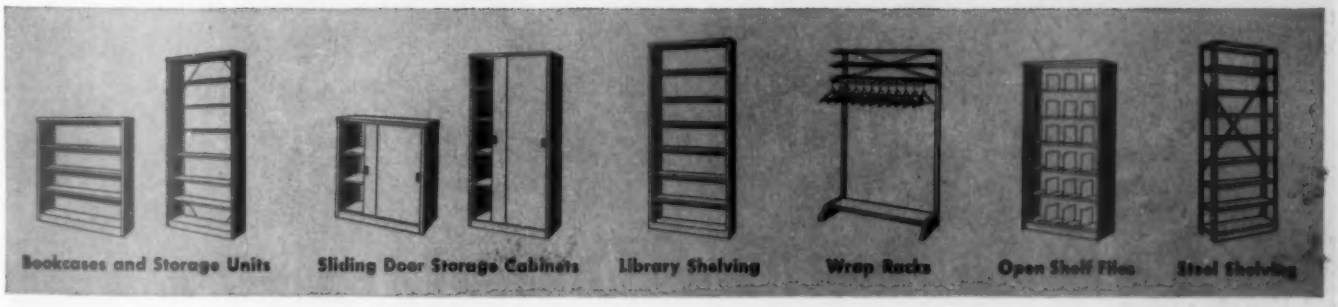
W. Percy and Ian Bulmer, London, England; R. E. Busher, Cleveland; B. C. Fitts, Springfield, Ill.; Joseph McDowell, Toronto, Canada; H. A. Meierding, Dallas, Tex.; F. F. Roark, Omaha; G. L. Rogers, Chicago; C. C. Simons, Mineola, New York; Sven von Heideken, San Francisco; and H. E. Williamson, Los Angeles.

BORROUGHS PRODUCTS
"the big in profits"



If you are already a Borroughs dealer, you know the ready, profitable market for Borroughs Products..so nothing more need be said to you. But if you have not "gone Borroughs", you are missing out on extra customers and extra profits. This is not "chit-chat". It's facts! Write Joe Davis, sales manager, today! Tell him you want to join the Borroughs profit team for '55. **Send for catalog.**

WIN CUSTOMERS with Borroughs Products



BORROUGHS MANUFACTURING COMPANY

A SUBSIDIARY OF THE AMERICAN METAL PRODUCTS COMPANY OF DETROIT

3002 NORTH BURDICK amp KALAMAZOO, MICHIGAN

DEALERS NOTE

This ad is being currently featured in "The Office Magazine" and "Office Management" . . . Feature Smead's Expanding Files, Vertical Files and Wallets in your windows and store. Point out the many advantages of the new leather-like wear resistant material used in these Smead products.

Smead's Files are rugged and built to carry the load

Ask your stationer to show you the modern filing containers made in the new leather-like wear resistant material . . . created and fabricated by us . . . or write for a free sample of this new long-wearing finish.

THE SMEAD MANUFACTURING CO., INC.
HASTINGS, MINNESOTA • LOGAN, OHIO

rapid delivery

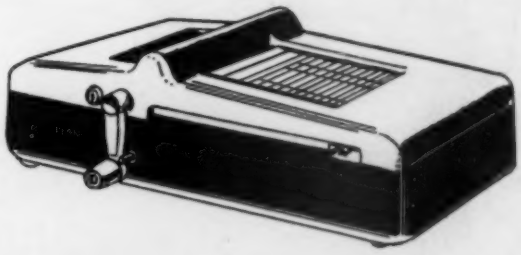
TURNS PROSPECTS INTO CUSTOMERS . . . Let Royal Register prove to you what Royal's rapid delivery of all register forms will do to increase your sales and profits. Royal's two to three week shipment plan builds customer satisfaction . . . protects your present accounts . . . makes it possible for you to give the rapid delivery which *turns prospects into customers.*

LONG MARKUP . . . NO INVENTORY COSTS . . . As a Royal dealer (we have NO direct salesmen!) you will profit by markups of 25% to 30%, plus additional discounts for volume. And, this markup will boost your profits, thanks to Royal's rapid delivery, *without adding a penny to the cost of your inventory.*

FORMS FOR EVERY BUSINESS NEED . . . Your customers will be delighted with the variety of register forms — cash and charge — cleaners and dyers — bills of lading —forms tailor-made to your specifications — which Royal can ship in from two to three weeks.

Royal
REGISTER COMPANY
NASHUA NEW HAMPSHIRE
Business Forms

Write today for Royal's complete catalog and find out for yourself the advantages of selling the nationally advertised Royal line. Your customers will love Royal's rapid delivery. So will you!



ROYAL IS RIGHT . . . IN QUALITY, IN PRICE, IN FASTER SERVICE

ROYAL REGISTER COMPANY,
Nashua 1, N. H.

Please send me your latest catalog of Register Forms and equipment.

NAME .....

ADDRESS .....

CITY ..... STATE .....

Dealers from

Pendaflex has shown its merit by proven performance in the hands of thousands of users. Both product and performance have been improved steadily in recent years—with tougher paper stock, simpler and stronger frames, and new high-polished steel rails, waxed for super-gliding action. Moreover, some dramatic new features are in the works—you'll be delighted with them and so will your customers.

WESTERN UNION

SAN FRANCISCO CALIF
WISH TO ADVISE WE HAVE ALWAYS SUPPORTED PENDAFLEX PRODUCTS AND THEIR FAIR TRADE PROGRAM FOR THE MANY YEARS WE HAVE BEEN ASSOCIATED AND WILL CONTINUE TO DO SO. WE FEEL THAT PENDAFLEX IS THE PRODUCT IN THESE PARTICULAR FILING SUPPLIES. WE CONGRATULATE YOU ON YOUR STANDARD OF QUALITY OF PENDAFLEX ITEMS AND YOUR SALES PROGRAM. HOPE IT MAY CONTINUE FOR MANY YEARS-
JOHN F SULLIVAN H S CROCKER CO INC

WESTERN UNION

INDIANAPOLIS IND
OUR ENTIRE ORGANIZATION IS SOLIDLY BEHIND OXFORD PENDAFLEX PRODUCTS AND FAIR TRADE PROGRAM. WE ARE EXCLUSIVELY PENDAFLEX AND ASSURE YOU WE WILL NOT BUY OR SELL COMPETITIVE PRODUCTS. WE ALSO ASSURE YOU THAT OUR 1955 SALES PLANS CALL FOR ALERTNESS TO COMPETITION AND MORE AGGRESSIVE SELLING. LOOKING FORWARD TO INCREASED PENDAFLEX SALES VOLUME NEXT YEAR.
STATIONERS INC MERRITT OBER-

LOUISVILLE KY
WE HAVE SUPPORTED YOUR PRODUCT BECAUSE IT HAS BEEN OUR EXPERIENCE THAT PENDAFLEX PRODUCTS BECAUSE OF THEIR UNIFORMITY QUALITY AND APPEARANCE HAVE IT OVER COMPETITIVE BRANDS. WE ALSO RECOGNIZE THAT YOUR COMPANY IS MAGNIFICENT TO DEAL WITH HAVE GOOD MANAGEMENT AND ARE EXCELLENT TO THEIR DEALERS. ACCORDINGLY OUR FIRM HEARTILY ENDORSES YOUR PRODUCTS YOUR METHODS AND YOUR MERCHANDISING PLAN-
OCONNOR AND RAQUE CO EMIL J RAQUE PRES-.

UNION

HARTFORD CONN
WE HAVE HANDLED YOUR COMPLETE PENDAFLEX LINE SINCE YOU INTRODUCED THIS REVOLUTIONARY PRODUCT TO THE BUSINESS BUYING WORLD STOP YOUR FAIR TRADE PROGRAM ON THESE ITEMS HAS BEEN OF TREMENDOUS HELP TO US AND REALLY TO THE BUYER SINCE BECAUSE OF IT WE ARE ABLE TO RENDER MANY SERVICES IN RETURN FOR GUARANTEED MODEST PROFIT-
BURT AND DELL-

MIAMI FLO
WE AT THE BRYANT OFFICE SUPPLY CO HAVE BEEN SELLING PENDAFLEX FOR A NUMBER OF YEARS AND ARE VERY PROUD OF THE FACT THAT WE ARE PENDAFLEX DEALERS. WE FEEL THAT THIS IS THE BEST PRODUCT OF ITS KIND ON THE MARKET AND APPRECIATE THE FINE PROGRAM UNDER WHICH IT IS DISTRIBUTED-
THE BRYANT OFFICE SUPPLY CO H W GATES PRESIDENT-

DESMOINES IOWA
WE ARE VERY HAPPY WITH THE PENDAFLEX PRODUCTS AND WITH THE FAIR TRADE PROGRAM UNDER WHICH YOU HAVE DISTRIBUTED THESE AND OUR CUSTOMERS LIKE THE FAIR TRADE BECAUSE IT PROVES TO THEM THAT THEY ARE SECURING THE ITEM AT THE PROPER PRICE. WE BUY NO COMPETITIVE IMITATION LINE-
STOREY KENWORTHY CO A G KENWORTHY-

ATLANTA GA
AS LONG AS YOU CONTINUE YOUR PRESENT POLICIES OF DISTRIBUTING PENDAFLEX PRODUCTS WE WILL CONTINUE TO GIVE YOU OUR UNDIVIDED SUPPORT-
JOHN H HARLAND CO ARTHUR HUBERT JR-

Everywhere . . .

TELL THE WORLD ABOUT

Oxford PENDAFLEX®

WESTERN UNION

ORLANDO FLO

WE LIKE YOUR SALES POLICY. OUT OF MORE THAN 200 MANUFACTURERS WITH WHOM WE DEAL, YOU ARE ONE OF FOUR WHO MAKE A SINCERE EFFORT TO PROTECT DEALERS ON FAIR TRADE PRICING. SO LONG AS YOU CONTINUE YOUR PRESENT POLICY, WE WILL GIVE PREFERENCE TO, AND WILL PROMOTE PENDAFLEX. WE THANK YOU FOR THE GENTLEMANLY WAY YOU CONDUCT YOUR BUSINESS-

GEORGE L STUART GEORGE STUART INC-

CANTON OHIO

WE ARE HEARTILY IN ACCORD WITH YOUR POLICY IN MERCHANDISING PENDAFLEX. IF MORE COMPANIES WOULD EMULATE YOUR POLICY THIS WOULD INDEED BE A GOOD INDUSTRY TO BE IN. YOU CAN REST ASSURED THAT WE WILL CONTINUE TO USE, STOCK, AND SELL PENDAFLEX TO THE BEST OF OUR ABILITY-

DON CRILE OFFICE EQUIP CO-

WASHINGTON DC
WE FEEL THERE SHOULD BE NO CHANGE IN POLICY WITH REGARD TO DISTRIBUTION AND SALES ON PENDAFLEX COVERED BY FAIR TRADE PRACTICES. AS THE ORIGINATOR OF PENDAFLEX AND HANGING FOLDERS OXFORD HAS MADE POSSIBLE A BETTER COMPETITIVE MARKET PROFITWISE THROUGH THEIR CONTROLLED DISTRIBUTORSHIP AND FRIENDLY RELATIONSHIP TO THE MUTUAL ADVANTAGE OF ALL OXFORD DEALER DISTRIBUTORS.
W T WOODHOUSE JR WOODHOUSE STATIONERY CO-

WASHINGTON DC

YOUR SALES POLICY AND YOUR PRODUCTS HAVE FOR YEARS RECEIVED OUR SUPPORT AND SHALL CONTINUE TO DO SO. WE PREFER TO DO BUSINESS WITH MANUFACTURERS WHOSE INTEREST IN THE WELFARE OF THEIR DEALERS HAS BEEN DEMONSTRATED AND YOUR COMPANY CERTAINLY MERITS THAT FEELING ON OUR PART-

COMMERCIAL OFFICE FURNITURE CO J C RUNNELS-

MINNEAPOLIS MINN
WE FEEL THAT YOU DESERVE A VOTE OF CONFIDENCE FOR YOUR PENDAFLEX PRODUCTS AND THE WAY IN WHICH YOU ARE DISTRIBUTING THEM. WE HAVE BEEN CONTACTED SEVERAL TIMES BY COMPETITORS BUT HAVE REPEATEDLY TOLD THEM WE ARE VERY MUCH SATISFIED WITH OXFORD AND WILL CONTINUE TO HANDLE GENUINE PENDAFLEX PRODUCTS-
MILLER DAVIS CO-

KALE LAWING CO., Charlotte, N. C.: We feel that both your Pendaflex products and your policies are the best. Would not recommend any changes in the product or the policies.

O. G. PENEGAR CO., Gastonia, N. C.: We certainly endorse and recommend that you continue the policy and program under which Pendaflex has been distributed for a number of years. Pendaflex is one of our most highly prized franchises.

O'REILLY OFFICE SUPPLY CO., Fort Wayne, Ind.: You have our complete backing on Pendaflex products and the Fair Trade distribution arrangement. We handle no competitive hanging folder.

BALTIMORE STATIONERY CO., Baltimore, Md.: We are all for your Fair Trade agreement on Pendaflex and can say it has been very profitable for us. We do not carry competitive items.

RALEIGH OFFICE SUPPLY CO., Raleigh, N. C.: We have been a Pendaflex dealer for years and hope to be for many years to come.

KOCH OFFICE SUPPLY CO., Baltimore, Md.: We feel that you deserve a vote of confidence for your Pendaflex products and program.

ANDREWS OFFICE SUPPLY & EQUIPMENT CO., Washington, D. C.: You can depend on our continued support on Pendaflex products.

F. W. ROBERTS CO., Cleveland, Ohio: Not interested in poor imitation, neither is our trade. Do not think you are losing any business through Fair Trade policy. We like it.

ANKENEY'S, Cumberland, Md.: Your program and products have our enthusiastic support. We feel that Fair Trade pricing strongly factory supported will be the salvation of our industry.

MARSHALL JACKSON CO., Chicago, Ill.: We have appreciated the program under which Pendaflex products have been distributed.

Oxford FILING SUPPLY CO., INC.

Garden City, N. Y. *St. Louis 6, Mo.*

Selling fast! The new

Oxford CARRYFILE

This portable file for Pendaflex hanging folders is proving ideal for the salesman, the club secretary, and for use in the home. Order some today.

Stock No. 492, Letter Size only.

Golf Capital Ready for Role of Host at District 4 Convention

Augusta, Ga., Awaits 4th District NSOEA Convention . . .
Pictured above is "Mamie's Cabin," vacation home of President and Mrs. Eisenhower at Augusta National Golf Club. Below is a view of the Augusta course where the Masters Tournament is played each year.

Augusta, Ga., famed as the "golf capital of the world" and as the site of the vacation home of the nation's No. 1 citizen, will be host city to the 1955 regional convention of NSOEA District Four.

Stationers of District Four will gather at the Bon Air Hotel for the two-day convention Friday and Saturday, March 25-26.

Governor Robert M. Sanford of Sanford-Hall Company, Jacksonville, Fla., and convention chairman Raiford P. Rosson of Murphy Stationery Company, Augusta, Ga., are planning a top-notch program of business and entertainment.

Registration fee is $10 for men and $5 for ladies. Hotel rates at the Bon Air, which operates on the American Plan, are $12.50 to $15.00 single; $11.75 to $14.50 each, double; and $11.25 to $13.50 each, three to the room. Reservations may be made by writing or wiring direct to the Bon Air Hotel, Augusta, Ga.

Stationers Square Club Elects Officers

Milton Stone of Milton Stone Associates was elected president of the Stationers Square Club of Greater New York at the December meeting. Other officers chosen are:

First vice-president—Edward W. Jensen, Noesting Pin Ticket Company.

Second vice-president—Jesse S. Libien, Libien Press.

Secretary—Sidney Diamond, Diamond Stationery Company.

Financial secretary—John Fisk, All-Rite Pen Company.

Treasurer—Harry Fensterheim, S. E. & M. Vernon, Inc.

NSOEA Manufacturers Hold Two Winter Sessions

At the calls of Lou Mann, Sturgis Posture Chair Company, vice-president of the manufacturers' division, and Lou Brown, Eberhard Faber Pencil Company, vice-chairman of the manufacturers' division, manufacturer members of the National Stationery & Office Equipment Association met recently for luncheon and discussion sessions in New York and Chicago.

The eastern group, with 43 in attendance, assembled in the Commodore Hotel, New York City, on December 10. The Chicago meeting, 52 strong, was in the Palmer House on December 15.

After calling the eastern session to order, Vice-chairman Brown presented General Manager Paul Burbank, who gave a resumé of association activities. Concerning the 1954 convention, Mr. Burbank said that for the first time since assuming management he left Chicago after a convention with complete satisfaction that the event had served the industry well. In reference to 1955 regional meetings, he said that workshop clinics will be featured at each assembly.

Vice-president Mann reported the decision of the executive committee of the association to set up a steering committee within the manufacturers' division to develop long-range plans, enabling the division to make a larger contribution to the industry. The committee is composed of Howard W. Gunlocke, W. H. Gunlocke Chair Company, Earle F. Opie, Weber-Costello Company; Elmer Rahe, The Globe-Wernicke Co.; L. F. Mann, Sturgis Posture Chair Company, and L. M. Brown, Eberhard Faber Pencil Company.

A general discussion period followed, during which many ideas and suggestions were offered for improving the effectiveness of the annual convention. The recommendations were referred to the executive committee for consideration.

Vice-president Mann presided at the Chicago meeting. As at the New York gathering, he announced the names of the members of the new steering committee. In addition, he told about an all-day meeting of the manufacturers' division, scheduled for next June, and plans for extending the division's meeting program during the annual NSOEA convention.

General Manager Burbank repeated the report he gave at New York, concluding with the request that convention program ideas be submitted at any time.

The meeting was then opened up for general discussion. As at New York, the ideas offered were many and varied.

Just before adjournment, Leonard Wilcox, Roberts Printing & Stationery Company, Hutchinson, Kans., president of NSOEA, spoke briefly, urging co-operation with the entire association program.

CHICO Club Has 25th Anniversary Party

More than 150 dealers, salesmen and manufacturers attended the 25th anniversary post-Christmas party of the CHICO Club on Wednesday evening, January 6, at the Hamilton Hotel, Chicago. In token of the event, each person attending received a smartly-designed pair of cuff links.

"Maco" Goes to a Party

The J. L. May Company, of New York, and Santa Claus, were joint hosts to their employees and friends at their annual Christmas Party held Friday, December 24.

©GF Co. 1955

There's a *Goodform*® adjustable aluminum office chair for every purse and purpose

Now there are seven Goodform adjustable chairs to serve the seating needs of 95% of all office workers

A *perfectly* comfortable Goodform office chair is more than just a piece of good-looking furniture. *It's a sound investment that pays off in better work done.*

Whether it seats the company president or a girl in the stenographic pool . . . in large organization or small . . . the famous Goodform chair adjusts exactly to the particular physical characteristics of practically every office worker in America. So, with the body at rest, *the mind is not distracted* by awkward posture and its resulting physical discomfort.

Every Goodform chair is equipped with no less than five adjustments . . . so it can be accurately and comfortably *fitted* to the physical characteristics of the *person who will use it.*

Structurally, no office chair can hold a candle to Goodform. Its solidly-welded aluminum construction makes it practically breakproof and fireproof. Its amazing light weight makes it easy to move. Its satin finish *stays* smooth, never snags nylons or delicate fabrics. And both seat and back are cushioned with air-cooled foam rubber, covered with long-wearing plastic or wool fabric in smart pattern and color.

So . . . from the mail room to the board room, invest in Goodform chairs —for the comfort of all employees—for higher efficiency and morale. Why not see the Goodform line of office furniture yourself at the nearest GF showroom? Or write General Fireproofing Company, Dept. X-41, Youngstown 1, Ohio.

GENERAL FIREPROOFING

Foremost in Metal Business Furniture

MODE-MAKER DESKS • GOODFORM ALUMINUM CHAIRS • SUPER-FILER MECHANIZED FILING EQUIPMENT • GF ADJUSTABLE STEEL SHELVING

Good metal business furniture is a good investment

NOFA News

National Office Furniture Association

John R. Gray, Executive Director, 321 S. LaSalle St., Chicago 4, Ill.

NOFA Convention to Touch All Bases on Retail Problems

■ OFFICE FURNITURE and equipment dealers from all parts of the country will take their places before NOFA convention microphones next month to talk about ideas that have paid off in their stores; their merchandising plans for 1955, and suggestions for industry-wide action on a number of important issues—at the "only convention-exhibit devoted exclusively to office furniture and equipment." In addition, there will be professional consultants from outside the industry and specialists in selling, marketing, sales promotion and other allied fields.

Is 9th Convention

This will be the ninth annual convention-exhibit of the National Office Furniture Association, to be held March 20-23 at the Conrad Hilton Hotel in Chicago. Like daily retail business operations, the convention will bring together for four days a diversity of specialities and specialists.

In the course of the four-day show, the program will touch on every retail problem. It will approach and analyze big issues—for example, how to protect the office furniture dealer from discount and direct selling abuses; and it will be detailed down to a minute scrutiny of everyday problems—for example, how to control supply inventories efficiently. Merchandising experts, sales leaders and store managers will discuss the operation of new systems of unit accounting.

More than 200 Exhibits

"Increasing Office Furniture Sales to Improve Office Living" will be the timely theme of the convention, and the more than 200 dramatic and well-planned exhibits will emphasize this thought.

The exhibits will cover a wide range of office equipment from lamps, rugs, and various desk accessories, to office furniture with special emphasis on modern trends and new design, metal partitions, files, cabinets, tables and safes. More than 2,000 dealers, their salesmen, manufacturers and manufacturers representatives are expected to attend.

The four-day convention will open formally on Sunday noon, March 20, with registration and opening of the exhibit halls, according to V. L. Caldwell, convention committee chairman. On Monday morning, the convention business session will be held with reports presented by various committees, and the election of officers for the ensuing year. "Genial Gene" Flack, the man who has had more than 37 years of experience studying, practicing and preaching salesmanship, will be the featured luncheon speaker.

Product Knowledge Clinic

On Tuesday morning, March 22, the attention of the delegates will be turned to the highly-informative "Product Knowledge Clinic." Under the able direction of John W. Mock, nationally-known public relations and sales consultant, the clinic will afford an opportunity for every member in the audience to participate, and add information and ideas of their own. One of the key speakers at this "put and take" session will be L. J. Fisher of Wagner-Henzy-Fisher Company, Cleveland, Ohio, who will discuss merchandising policies.

Active audience participation is expected to provide valuable case histories from the files of many dealers, and this will be augmented by a panel of specialists in the merchandising field.

Industry Workshops

Highlighting the final session, Wednesday, will be the three industry workshops. The members of these three groups will carefully study all problems of concern to dealers, manufacturers or manufacturers' representatives.

The first group, under the leadership of Charles G. Wilcox, Jr., Modern Stationery Company of Baltimore, Maryland, will discuss various methods of coping with dealer problems and will place particular stress on training of salesmen. The selling job, qualifications of the salesman, and the know-how of selling office furniture have been of primary concern to NOFA members throughout the country.

Of special interest this year is NOFA's new Sales Manual, already in its second printing and hailed by dealers from coast to coast. Through the use of this manual, the dealer is able to conduct his own sales training courses and while teaching new salesmen the fundamentals of the industry, serves as a vital refresher to the older men.

To Discuss Problems

The second group, under the leadership of Frank Sandstrom, Philadelphia, Pa., will concern itself with the problems faced by manufacturers' representatives, and the third group will discuss manufacturers' problems, under the leadership of Melvin G. Wheeler of Sight-Light Company. These forum discussions will place strong emphasis on audience participation and will cover all aspects from freight rates, insurance, sales promotion, advertising, to cost control and allied topics.

The results of these discussions will then be presented to the assembly prior to the closing luncheon.

As a fitting climax, dynamic Elmer Wheeler, the man "who sold the sizzle and not the steak," will be the featured speaker. Hailed by leading magazines, Wheeler is the man who parlayed slogans and words into a million dollar enterprise. A few of his more familiar slogans which have become household bywords are: "Don't Write, Telegraph," and "Say It With Flowers."

Banquet Planned

Bearing in mind the old adage "all study and no play makes Jack a dull boy," the convention committee has planned a banquet to be held Tuesday night in the Grand Ballroom of the Conrad Hilton. In addition, thought has been given to the ladies who will attend NOFA's convention, and a particularly interesting program has been planned.

"Every phase of the convention—from the principal speakers to the most minute considerations of the industry workshop sessions—has been keyed toward one thought; greater profits for individual dealers," John R. Gray, NOFA's executive director declared.

"Many new exhibitors will be showing at the convention this year," he added, and many new lines and services will be on display.

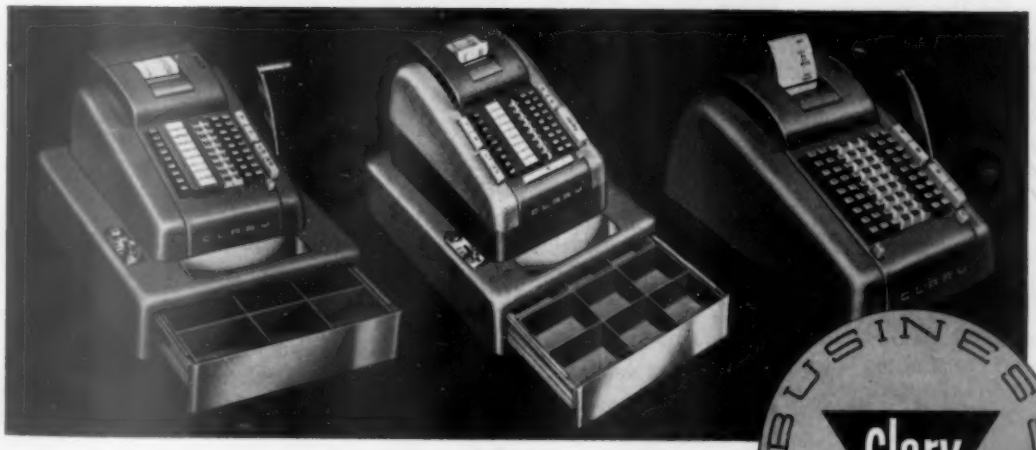
Advance registrations can be sent to National Office Furniture Association, 327 S. LaSalle St., Chicago 4, Illinois.

10-KEY OR FULL KEY

Now you can profit with both Clary keyboards!

Now more than ever... Clary adding machines and cash registers are the long, profitable line for you!

Now with your new Clary 10-Key models...your customers can pick and choose the exact Clary keyboard they want! Both series are fast and quiet and beautiful as only Clary adding machines can be. And both have the dramatic exclusives that sell on sight, and no one but Clary offers.



Write Dealer Division,
Clary Multiplier Corporation,
Dept. A2,
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Clary Adding Machines...8 models, hand and electric.
Clary Cash Registers...5 models, hand and electric.

BUSINESS MACHINES
Clary

CREATOR OF MODERN COMPUTING MACHINES AND CASH REGISTERS FOR AMERICA AND THE WORLD

NOMDA News

National Office Machine Dealers Association

Harold W. Mann, Executive Secretary, 1267 North Wilton Place, Los Angeles 38, California

"Cast Your Shadow in Colorado" Is NOMDA Convention Slogan

"Cast Your Shadow in Colorado" won out over a large number of slogans presented for NOMDA's 1955 convention and trade exhibit to be held in Denver June 26-29.

Working out something that would tie in with Denver or Colorado was not easy but the resulting selection gives a catchy phrase that is easy to repeat and remember, in the opinion of NOMDA leaders.

Plans are under way to offer prizes for various shapes and sizes of shadows cast by the retail dealers in attendance. Speculation on which one could cast the roundest shadow has been rife.

"When the roll is called, it may be found there are not many really rotund members to throw a shadow of any great dimensions. For a consideration in the form of a proper prize, perhaps some will go into training for the event by expanding the waist measurement in the next few months. There are a number with ability to cast a long shadow and even a short one. The outcome, in any event, will be interesting," says Harold Mann, executive secretary of NOMDA.

NOMDA'S "Who's Who in the Office Machine Industry" Wins Approval

Many letters reaching the office of the National Office Machine Dealers Association have been high in their praise of this 164-page publication of the organization, "Who's Who in the Office Machine Industry." It is by far the largest ever printed by NOMDA and expressions of appreciation for it have been many.

Many members have stated they consider a listing in this book as worth more than the cost of a year's dues. It is issued as a service to the members of the association as it puts their names before all manufacturers of office machines. In more than one case, manufacturers have used this book as a guide in making their selections for franchise set-ups in various parts of the country.

TOMDA Convention Set For February 27, 28

The Texas Office Machine Dealers Association (TOMDA) convention will be held in Fort Worth, Tex., on February 27 and 28, announces Leonard Strealy, president.

The national directors of the Office Machine Dealers Association will meet in Fort Worth at the same time, thus bringing to the convention outstanding dealers from all sections of the country.

TOMDA has extended an invitation to NOMDA members in Oklahoma, New Mexico, Arizona, Louisiana and Arkansas and the largest attendance yet registered for a TOMDA session is anticipated.

The program has been planned around speakers of national reputation. Forums will be conducted by manufacturers.

The directors' Round-Up Party, dinner dance and hospitality hour are on the entertainment program in true Texas style.

Machine Age Lists Now Available

NOMDA members have been offered supplies of approximate ages of portable and standard typewriters and adding machines according to their needs. Originally, enough of these important lists were sent to fill the Blue Books in use by the dealers but, at the request of President Wilbur Walker, members may have all they need as an added service.

"There are many needs for these age lists other than in the Blue Books and we are glad to make additional supplies available to our members," stated Mr. Walker. "They are being provided at no cost and as just another fine service we are rendering our dealers," he said.

New OE Book Boon to Colleges

The American Association of Collegiate Registrars and Admissions Officers now is in possession of the findings of the Machine Equipment Committee on the importance and value of modern office equipment machines in their work.

The report of the committee appointed in April 1952 is contained in a 91 page paper bound publication and should enable registrars, admissions officers and collegiate office executives to select equipment that will provide for greater efficiency, more services to the student body and economy of operation.

Articles by members of the investigating body with an introduction by N. M. Parkhurst, Purdue University, and chairman of the committee, show the intensive and comprehensive thought devoted to the subject.

Copies of the publication just recently off the presses may be secured by writing Mr. Parkhurst at Purdue University, Lafayette, Ind.

Sylvania Issues Booklet on Lighting

A new booklet on office lighting, "Good Lighting is Good Business," has been released by Sylvania Electric Products Inc. Written in non-technical language by two Sylvania lighting engineers with extensive experience, George Clark and Robert R. Wylie, the booklet is a factual treatise covering the economics and mechanics of good office lighting.

Thomas G. Hearn, fixture sales manager for Sylvania, emphasized that the new booklet is not a catalog or advertising piece, but a comprehensive write-up on the general field of office lighting. The point made by the booklet, Mr. Hearn stated, is that planned lighting pays dividends.

The book contains numerous photographs of modern lighting techniques and also some pictures of poor installations for comparisons. It is available to interested parties without cost.

Piersons Takes Over Mould Company

C. J. Pierson, president of Piersons, pioneer office supply house in Binghamton, N. Y., has announced the purchase of the R. H. Mould Company, a duplicating machine business in Binghamton for the last 15 years.

With the purchase, Robert H. Mould has been appointed manager of the duplicating department at Piersons.

Piersons states the integration gives the company one of the most complete mimeograph and liquid process duplicating departments in the southern tier.

Art Metal

JOB FITTED *desks and chairs*

engineered and organized to **LOWER THE COST OF OFFICE WORK**

- **"Dead" space eliminated**
- **All work-needs are within arm's reach**
- **No more fatigue due to wasted motion**
- **Work gets done faster — more efficiently**

Can you imagine a more effective way to step up office work production for your customers than making it *easier* for desk workers to get things done? Art Metal Steel Desks and Correct Seating Aluminum Posture Chairs enable you to do this because they are fitted to the job function of each work station.

The ultimate in styling, comfort, and convenience, Art Metal Desks and Chairs are functionally designed to make offices function better. This means results in time savings . . . and savings in floor space . . . of such proportions that their investment cost is often repaid in anywhere from 18 to 36 months.

An investment that profits your customer profits you!

It's easier to sell what customers seek...

RESULTS

Art Metal
Jamestown, New York
U.S.A.

For 67 years the hallmark of the finest in office equipment and systems

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GENERAL OFFICE AND EXECUTIVE DESKS • CORRECT-SEATING ALUMINUM OFFICE CHAIRS • FILING EQUIPMENT • WABASH FILING SUPPLIES • POSTINDEX VISIBLE INDEX CABINETS AND SYSTEMS

NEWS & MISCELLANY

D. B. Starrett Heads Royal McBee

D. B. Starrett

D. B. Starrett has been named president of Royal McBee International, a newly formed division of Royal McBee Corporation. Mr. Starrett concurrently becomes a vice president of the parent company, P. M. Zenner, president, also announced.

The new organization will co-ordinate activities of all international operations for both Royal Typewriter Company and The McBee Company. Mr. Starrett will be responsible for all corporate export sales and the administration of all corporate subsidiaries located outside of the United States. Royal McBee subsidiaries are located in Montreal, Toronto, Paris, London, Nurnberg, Germany, Leiden, Holland, and Mexico City.

Prior to his recent appointment Mr. Starrett was senior vice-president of Royal Typewriter Company. He joined that organization in 1915 as a junior salesman and held various sales posts until 1948 when he was named vice-president in charge of sales. He became senior vice-president in 1952.

D. S. Sammis Retires After 20 Years With Underwood

D. S. Sammis

After almost 20 years of loyal service to Underwood Corporation, Donald S. Sammis, vice-president in charge of manufacturing, retired on December 1.

Mr. Sammis, who launched his career in 1935 at the company's Bridgeport Works, was honored at a retirement luncheon held in the Algonquin Club, Bridgeport, with President L. C. Stowell presiding.

Referring to Mr. Sammis' service, Mr. Stowell commented that he had made a host of friends while promoting the interest of Underwood at home and throughout the world.

A native of Stratford, Conn., where he now resides with his wife, three sons and daughter, Mr. Sammis formerly was works manager at Bridgeport. He served in that post until 1947 when he was appointed vice-president in charge of the Hartford Works. He was transferred to the home office in New York in 1950.

He is a member of the Reserve Officers Association, the Society of American Military Engineers, the Yale Engineering Association and the Housatonic Yacht Club where he served as commodore. He also has participated actively in civic affairs.

Bernard Goodfrend Establishes New Business

Under the name of Goodfrend Manufacturing Corporation, Bernard Goodfrend has organized a new business to make and market office furniture items in metal. The factory is located at 14819 S. Loomis Ave., Harvey, Ill.

Alfred H. Best Elected Head of Lead Pencil Association

A. H. Best

Alfred H. Best, president of the Richard Best Pencil Company, Inc., Springfield, N. J., has been elected president of the Lead Pencil Manufacturers Association, Inc., for 1955, it was announced recently. The meeting took place at White Sulphur Springs, W. Va., during the annual convention.

Other officers elected included Oscar E. Weissenborn, president of General Pencil Company, Jersey City, N. J., as vice-president; Lawrence Levine, president of Reliance Pencil Corporation, Mt. Vernon, N. Y., as treasurer; Clyde T. Nissen, as executive vice-president, and Samuel Blumberg as secretary and general counsel.

Named to serve on the Board of Directors were: F. G. Atkinson, Joseph Dixon Crucible Company, Jersey City, N. J.; A. H. Berwald, Eagle Pencil Company, New York, N. Y.; Louis M. Brown, Eberhard Faber Pencil Company, Brooklyn, N. Y.; Paul Fitzpatrick, The Red Cedar Pencil Company, Inc., Lewisburg, Tenn.; Henry Hassenfeld, Empire Pencil Company, Shelbyville, Tenn., and Richard Lewisohn, Jr., American Pencil Company, Lewisburg, Tenn.

Stevens Heads Burroughs Market Research

Appointment of Charles L. Stevens as director of market research for Burroughs Corporation has been announced by Willis E. Morgan, vice-president in charge of marketing. He succeeds the late Harold F. Waite.

He joined the corporation 30 years ago following graduation from Ohio State University in 1923 where he received his Masters degree. His first job was as a machine inspector in the factory.

In 1925 Mr. Stevens was appointed as a sales department specialist for one line of accounting machines at the Detroit branch. He was transferred to editing sales promotion material at the home office in 1927, a post he held until 1947 when he was appointed supervisor of statistics in the market research division.

Tom Stuart was incorrectly referred to as vice-president and head of the office furniture department of George Stuart, Inc., Orlando, Fla., in an article appearing in the January issue of Office Appliances. Instead, Mr. Stuart recently located in Augusta, Ga., taking over the Augusta Office Supply Company. He is no longer connected with his brother, George, in business.

That's what you'll be saying again and again when you advertise in the 'Yellow Pages' of your telephone directory . . . because 9 out of 10 people look in the 'Yellow Pages' when they're ready to buy.

To reach more prospects, make more telephone and walk-in sales, be sure to advertise under all classifications where people look for your products and services.

Find Your Nearest Dealer In The 'Yellow Pages'

Get in touch with the Classified Telephone Directory Representative at your local telephone business office.

Ball-Bearing Casters

FROM NATIONAL LOCK...

FOR BOTH WOOD AND METAL FURNITURE

NATIONAL LOCK manufactures an extensive line of ruggedly constructed, ball bearing casters for both wood and metal chairs and other office furniture. Wheels are of molded Phenolic self-lubricating, high impact material for use on carpets, and molded Rubber wheels, having hard core and soft tread, fitted with oil impregnated bearings, are designed for use on hard floors.

If you are an original equipment manufacturer or jobber, write us.
If you are a dealer, see your jobber.

CASTERS FOR WOOD CHAIRS

PLATE TYPE

GRIP NECK TYPE

Plate type casters offer threaded axle with nut (standard) or riveted type. Have full double ball race construction for free swiveling action and troublefree service. Grip neck type provides same double race ball bearings. Selection of sockets, depending on specific application. National Lock has whatever you need.

FURNITURE GLIDE LEG EQUALIZERS

Here are leg glides and leg equalizers designed for most any piece of office furniture. Let us figure on your requirements. Take advantage of 1-Source buying.

CASTERS FOR METAL CHAIRS

For use on metal chairs and metal office furniture, these NATIONAL LOCK double race ball bearing casters have top bearing point, which centers caster in grip socket for easy swiveling. Standard bolt and nut removable axle or riveted type... whichever you prefer.

DISTINCTIVE HARDWARE... ALL FROM 1 SOURCE

HANDLES, LOCKS, LABEL HOLDERS, CASTERS, LOCKER HOOKS, HINGES, LIFT HANDLES... EVERYTHING FOR OFFICE APPLIANCES

NATIONAL LOCK COMPANY

ROCKFORD • ILLINOIS

We would rather have our customers choose

genuine Leather

"THEY WILL BE HAPPIER, I know, when they buy furniture upholstered in genuine leather. And a happy customer, of course, is a customer who will return with more business."

That is the opinion of Mr. Pomerantz, and it is a sound idea. Genuine leather upholstery gives you more profit, and it gives your customers more satisfaction. It saves them money in upkeep, and practically eliminates replacement costs. It is the most impressive upholstery material they can own . . . The Upholstery Leather Group has prepared a booklet and a movie giving interesting facts about genuine leather. Check the coupon for details, and send it in today!

Richard D. Pomerantz, President
A. Pomerantz & Company
Philadelphia 2, Pa.

Only genuine leather wears as well as it looks

*American Leather Manufacturing Co.
Newark, N. J.

*The Ashtabula Hide & Leather Co.
Ashtabula, Ohio

*Blanchard Bros. & Lane
Newark, N. J.

*Eagle-Ottawa Leather Co.
Grand Haven, Mich.

*Garden State Tanning, Inc.
Pine Grove, Pa.

Good Bros. Leather Co.
Newark, N. J.

*The Lackawanna Leather Co.
Hackettstown, N. J.

*Radel Leather Manufacturing Co.
Newark, N. J.

Raser Tanning Co.
Ashtabula, Ohio

*Suppliers of finished leather.

THE UPHOLSTERY LEATHER GROUP, INC.
141 East 44th Street, New York 17, N. Y.

Please send me more details about the upholstery leather movie.
Please send me a copy of "All about genuine leather . . ."
I am under no obligation, of course.

Name_____

Firm name_____

Address_____

City_____ Zone_____ State_____

THE UPHOLSTERY LEATHER GROUP, INC. • 141 East 44th Street, New York 17, N. Y.

Bryzek Now Heads Johnson Chair Sales; Company Announces Other Appointments

After serving for several years as sales promotion manager for Johnson Chair Company, Walter Bryzek was recently appointed to the position of director of sales.

Augmenting his staff, Mr. Bryzek announces the addition of two new representatives. A familiar figure in the Midwest office equipment industry, Don Cole has joined

Walter Bryzek

Don Cole

Roy Green

Johnson Chair after several years with Hamilton Manufacturing Company. Mr. Cole will handle the sales promotion division of the company and will be in full charge of the Johnson Road Show which has been touring the nation.

Well known for his work with the W. A. Sheaffer Pen Company, Roy Green is now on the sales staff of Johnson Chair. He will contact office equipment dealers in West Virginia, Ohio, Michigan and Indiana.

The Johnson Chair Company has announced the establishment of a warehouse in Oakland, Calif., to serve the company's dealers within a 300-mile radius of that city. Sales Director Bryzek says that a large stock of chairs, including every style offered by the company, is arriving at the new warehouse located at 2830 Ford St. He also added that the new warehouse will enable dealers in that area, in a great many cases, to receive same-day shipments on orders.

Expanding Peerless Steel Equipment Re-Elects Officers Headed by Kuhn

At the recent stockholders' meeting of the Peerless Steel Equipment Company, all officers and directors were re-elected for the ensuing year. The general business outlook was considered good and indicated a prosperous 1955. The officers are:

Anton J. Kuhn, president; Conrad Bergmann, vice-president; Francis E. Timlin, secretary-treasurer; A. H. Kappenberger, assistant secretary; A. H. Rosenberger, vice-president of production; H. W. Crane, vice-president of sales, and J. J. Galen, director.

Prior to World War II the Peerless Steel Equipment Company produced what was considered then a full line of filing cabinets but was never considered a factor in the production of desks.

However, during the recent post war years the company expanded its facilities and is now decidedly in full production on a complete line of steel office furniture including desks and the latest in filing equipment.

The greatest expansion took place in the desk category where four stylized lines are now manufactured:

1. The standard group consists of the conventional desks through the flat tops, typewriter and machine desks.
2. The executive group is a complete line of flat top overhanging conference top desks from the large 78 x 38-inch double pedestal through the 45 x 36-inch single pedestal flat top overhanging conference top.
3. The Cordial group of executive desks has the new flared top and is limited to two sizes of flat tops 78 x 38-inch double pedestal and 66 x 36-inch single pedestal. These desks embody the overhanging top conference feature.

All the desks in the above three groups are equipped with the island base with leveling glides. A complete line of desk accessories including sliding glass door bookcases, telephone tables costumers and waste baskets are available.

The executive suite embodies the overhang flared top, stylized leg base and other deluxe features. It is a complete line of flat top desks designed for the exclusive use of the top executive and designed with his prestige in mind.

Decorator colors are available on all these desks and Peerless Steel has established three new colors which are the delight of decorators—antique, green, saddle tan and dove gray.

New linoleum colors supplement the Softone finish colors and come in green and tan Jaspe and a new light gray.

A new and distinctive hardware for files was created with particular emphasis on the integrated handle and thumb latch release button. This integrated handle is another Peerless first in the office furniture industry.

In the filing cabinet line Peerless has added the Tariff file, a newly-designed tabulating card file—a removable card tray unit for 3 x 5, 4 x 6, and 5 x 8 cards.

Dick Seavert Plans to Resume Selling

Dick (R. B.) Seavert, Sr., for many years well known among office furniture men, informs OFFICE APPLIANCES from Tucson, Ariz., that his health is now such that he plans to resume selling in this industry.

In Tucson . . . Mr. & Mrs. Dick Seavert, Sr.

For some 26-27 years Mr. Seavert was with Johnson Chair Company, then with Harry Hofherr of the Kendrick Furniture Company and later with contract division of Marshall Field & Company. He left Chicago in September of 1950.

"R. B." tells OFFICE APPLIANCES that he has found Tucson to be an ideal spot in which to conquer his old trouble of bronchial asthma. In fact he recently did some climbing on 7700-foot Mt. Lemmon outside Tucson.

Now living at 1907 N. Forgeus, Mr. Seavert hopes to secure some lines for representation in the South.

Smith, Benge Elevated by Codo

A new and important position has been created by the Codo Manufacturing Corporation, Coraopolis, Pa., according to a company announcement. The new position, which co-ordinates all phases of sales, market research, and development with manufacturing and production, will be filled by Wilbert F. Smith, who will have the title of vice-president in charge of research and development.

Roscoe Benge

The move enables Codo to explore new techniques in the manufacture of quality carbon papers and typewriter ribbons, and to improve Codo products as a result of new research.

The company announcement also revealed that Roscoe Benge, who has been with Codo for 12 years, is promoted to the post of sales manager of the Western Division, effective January 1. Mr. Benge has 25 years experience in the problems and requirements of the carbon paper and ribbon business, and is well qualified for his new job. His headquarters will be 564 W. Monroe St., Chicago 6, Ill.

As for *why* it moves, and why it moves *faster*, you have only to ask M & V customers. They'll tell you that they specify M & V carbon papers and typewriter ribbons because they're particular about typing—and with M & V products they get better results at lower cost. They get a uniform high quality they can depend on—even with M & V's lowest priced brands—and they get all of the time- and money-saving features that normally command a premium price. In short, they're satisfied *repeat* customers—the kind that can move plenty of M & V merchandise across your counters!

M & V

DEALERS: Like to know more about the M & V profit line? Fill in this coupon and we'll send you free samples of M & V Carbon Papers and full information on M & V's advertising and promotion aids. Address: MITTAG & VOLGER, Park Ridge, New Jersey.

NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

OA-1

MITTAG & VOLGER, INC., PARK RIDGE, NEW JERSEY

Brush-Punnett Company Now Known as John D. Brush & Company, Inc.

Sentry Safes Made Here . . . TOP, the factory; BELOW, J. D. Brush, Jr., and J. D. Brush, Sr., confer on the production line of John D. Brush & Co., Inc.

On January 1 Brush-Punnett Company, manufacturers of Sentry safes for 25 years, became known as John D. Brush & Company, Inc. In this reorganization, John Brush, Sr., has paved the way for the entrance of all three of his sons in the business.

The oldest, John D. Brush, Jr., now sales manager, recently received his MBA from Harvard Business School. All of the Brush family, with the exception of Robert, the youngest son, attended St. Lawrence University. Richard, the second son, is at present a lieutenant, j.g., with the Supply Corps, U. S. Naval Reserve, on active duty with the Pacific fleet and expects to enter the business in the next year or so.

In the early days of the company John D. Brush and his brother-in-law, Willard Punnett, had envisioned a new and different method of safe production for a small floor safe using modern methods of stamping out the parts and welding the assembly rather than building the safe on jigs with angle iron, plate steel and rivets as other manufacturers were then doing.

Thus the Sentry safe was born. Mr. Punnett left the company in 1933 and Mr. Brush saw the company develop as consumer demand for its products stepped up. He recalls that in 1932 C. H. Everly of Office Appliances called on him to find out why Brush-Punnett had discontinued advertising in OA. Mr. Brush explained that sales had practically ceased (government figures showed that safe sales for the whole United States were less than $1,000,000 in 1933) and he was doubtful as to whether he could continue the business, as well as advertising. Mr. Everly said he was on the way to New York City and would contact some friends in the industry. The result was that a New York office appliance manufacturer added Sentry to his line and consumed more than one-half of Brush-Punnett's production during that very low period. Mr. Brush stated that without this help it is doubtful whether he could have saved his business.

From the beginning the firm advertised conservatively in Office Appliances and other trade media and the dealer organization expanded.

Today, Sales Manager J. D. Brush, Jr., maintains that the continued growth in consumer and dealer acceptance of Sentry safes is based on the need for a one-size safe designed for volume sales to homes and small businesses.

Esterbrook Contest Sets Record; Winners Named

The Esterbrook Pen Company, Camden, N. J., recently announced that the 1954 School-Opening Time Window Display Contest was the most successful ever. Entries more than doubled any previous year and came from every state in the union and from the Territory of Alaska.

Frank Wolstencroft, director of advertising for Esterbrook, announced the decisions of the contest judges. Winning contestants fall into three general groups: Group one—department stores; Group two—stationery and pen stores; Group three—book stores, drug stores, jewelry stores, pen shops. A first, second and third place winner was chosen in each group.

In addition to the top nine winners, the judges also awarded fifty honorable mentions.

The winners follow:

Group One

1st place: Adam, Meldrum & Anderson Co., Buffalo, N. Y.; 2nd place: R. E. Cox Department Store, Waco, Tex.; 3rd place: William Laubach & Sons, Easton, Pa.

Group Two

1st place: Lane Office Supply Co., Atlanta, Ga.; 2nd place: Commercial Office Supply, Inc., Cleveland, Tenn.; 3rd place: Otto Ulbrich Co., Inc., Buffalo, N. Y.

Group Three

1st place: Janke Book Store, Wausau, Wis.; 2nd place: Daly Pen Shop, Milwaukee, Wis.; 3rd place: Altemueller Jewelry Store, Washington, Mo.

Mr. Wolstencroft said: "The contest entries this year were of an unusually high caliber. I never have seen so much thought given to window displays and so much effort put into trying to tie-in local store windows with a manufacturer's national advertising effort."

He also mentioned that there had been a separate contest for Esterbrook salesmen who received contest points all tied-in with dealer cooperation.

General Binding Promotes Steiner

R. J. Steiner

Ralph J. Steiner has been appointed vice-president of production by General Binding Corporation of Chicago, William N. Lane, president, recently announced.

Mr. Steiner, 36, has been with the firm since 1945. He started as an apprentice tool and die maker, and until his late promotion has been plant superintendent. General Binding is one of the world's largest manufacturers of plastic and metal book binding equipment and supplies.

A native Chicagoan, Mr. Steiner was graduated from Schurz high school and is presently studying industrial engineering at Illinois Institute of Technology. He is a World War II veteran, serving as an army sergeant from 1942 through 1945. He lives with his wife, Marie, and their six daughters at 3726 N. Ridgeway, Chicago.

"Sales gains with Marathon Black Hecto Masters have amazed us!"

"We've actually tripled our spirit duplicating supply business in just a short time; mainly as a result of demonstrating the exceptional cleanliness of MARATHON BLACK READY-MASTER UNITS. Once a prospect sees the clear copies and length of run, he's sold.

"Typists and machine operators find it hard to believe that their hands will stay so clean when working with Marathon Black Units. They're delighted that any dry smudge will wash off so completely.

"Columbia Sales Cooperation has made us experts in hectograph supplies. It is the most effective sales help we could hope for."

FREE BOOK! If you would like to develop a really profitable hecto supply volume, start now by sending for the free book—"Quality Duplicating With Hectograph." You'll find it packed with ideas. Use the coupon attached to your business letterhead to get your copy.

HOWARD AUSTIN
Office Supplies, Inc.
Muskegon, Mich.

50 YEARS COLUMBIA 1905 1955

Columbia

RIBBONS • CARBONS
DUPLICATING SUPPLIES

COLUMBIA RIBBON AND CARBON MFG. CO., INC.
252 Herb Hill Road, Glen Cove, N. Y.

Send the booklet
"Quality Duplicating With Hectograph."

Name_____

Company_____

Address_____

City_____ Zone_____ State_____

Fine-Rest presents...

THE

CHAIR

of the

No. SE-675-A

SENIOR-EXECUTIVE POSTURE CHAIR

Fine-Rest for
- Beauty
- Comfort
- Economy
- Durability

CHECK THESE FEATURES

- Natural satin brushed aluminum finish on the frame.
- Genuine foam rubber cushioning throughout.
- Gracefully styled.
- Upholstering is available in a wide variety of materials and colors.
- Materials can be furnished in any desired combination.
- A beautiful product by expert craftsmen.

SPECIFICATIONS
SE-675-A

Overall Height	34" to 40"
Seat to Floor	18" to 21"
Width of Seat	19"
Depth of Seat	18"
Height of Back	17½"
Width of Back	16"
Average Between Arms	20¾"
Diameter of Base	26"
Net Weight	60 lbs.
Shipping Weight	68 lbs.

America's Standard of Business Seating

ALUMINUM SEATING *Corporation*
17 S. CHERRY STREET • AKRON 8, OHIO

DISTRIBUTORS
METROPOLITAN N. Y. & EXPORT DISTRIBUTOR
AETNA SAFE CO., 46 W. 29th St., N. Y.
EASTERN PA. DISTRIBUTOR
SAFE & EQUIPMENT WHOLESALERS, 260 S. Fifth St., Philadelphia 6, Pa.
WEST COAST DISTRIBUTOR
WHOLESALE OFFICE EQUIPMENT CO., 81 Minna St., San Francisco, Calif.
WAREHOUSES: Los Angeles, San Francisco, Seattle

THE JASPER DESK CO. JASPER, IND.

JASPER DESK COMPANY, JASPER, INDIANA

FOR DEALERS WITH A SALES DILEMMA

Our business objective is to produce fine office furniture that will help your sales. Write for descriptive literature and see our display at the March N O F A Convention in Chicago.

Cosmopolitan

C. F. McCandless

M. L. Frost

E. A. Roy

D. W. Morison

A. C. Jannuzzo

J. A. Young

Wave of Promotions Sweeps Royal, McBee

Royal McBee Corporation has announced some sweeping changes affecting key personnel in different branches of the company. The promotions, all of which now are in effect, follow:

C. F. McCandless has been appointed director of market research and **M. L. Frost** becomes management engineer for Royal McBee; **Earl A. Roy** has been named manager of the patent department for Royal Typewriter; **D. W. Morison,** assistant market research manager, has been advanced to full manager of Royal; **A. C. Jannuzzo** has been appointed assistant budget manager of Royal and **J. A. Young,** formerly assistant treasurer for Canadian operations, becomes staff assistant to E. T. Quinn, Royal comptroller.

Mr. McCandless comes to the organization with 20 years of experience in merchandising research activities, having been associated with a number of prominent firms in the capacity of research director. He is a graduate of the University of Michigan where he majored in business administration.

Mr. Frost attended the University of Oregon where he majored in architecture and allied arts, is a graduate of Southern Oregon State College and received his degree at the University of Washington. Prior to joining Royal, he was employed by Sperry Products, Inc. of Danbury, Conn., as assistant to the president.

Mr. Roy succeeds John Kittel, who is retiring after more than 25 years with the company. Mr. Roy began his career with Royal in 1951 when he joined the Engineering Department. He has been serving as an assistant to Mr. Kittel since 1952.

Mr. Morison received his B.A. in economics at New York University in 1950 and in 1951 received his M.A. degree in economic statistics. Shortly thereafter he began his association with the company in the capacity of sales research statistician. In his new position, Mr. Morison will provide marketing research services to all elements of the Royal Typewriter Company.

Prior to joining the company, Mr. Jannuzzo was supervisor of cost control engineers for the General Foods Corporation. His new duties will be to assist the budget manager in developing budgetary procedures.

Mr. Young joined the Canadian subsidiary in 1947 as chief accountant. He was appointed assistant treasurer in 1953, the position from which he takes over the new responsibilities of staff assistant to Comptroller E. T. Quinn.

Clary Moves Into New Denver Offices

Branch offices for business machine firms are beginning to cluster in a semi-residential area of Denver, Colo., which has just been rezoned. Clary Multiplier Corporation, Dictaphone Corporation, International Business Machines and Ditto, Inc. have established offices within this three-block area.

The Clary branch, which has constructed its own $25,000 office building to insure room for future expansion, is moving into its stone and glass structure at 646 Delaware St.

Clary's Denver Quarters . . . *TOP—Entrance into office, with demonstration area at right receiving natural light through large window space. BOTTOM—Credit and bookkeeping operations are conducted in this area where greens and grays of ceiling, walls, desks and floor are softly illuminated with fluorescent lighting.*

The interior is decorated in shades of green and gray to harmonize with the colors of the Clary custom line of adding machines and cash registers.

The asphalt tile floor is gray-green and walls are a lighter shade of this color. The desks are gray steel with light green tops and chairs are of dark green leather.

Branch manager C. L. Colburn, Jr. has under his supervision at present seven senior salesmen, a credit manager, secretary and two servicemen in the 2500 square feet of space.

Curtis-Young Makes Staff Additions

Additions to the staff of Curtis-Young Corporation have been announced at the headquarters in New York City.

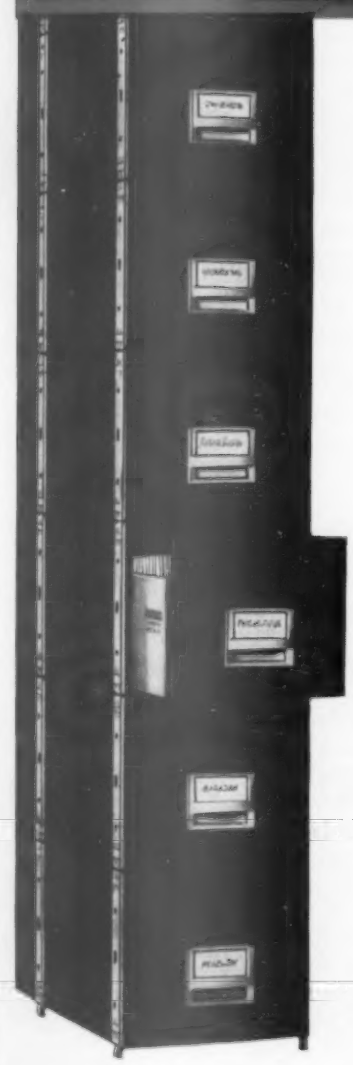
Alan S. Maggin of that city has joined the staff as office manager and sales administrator. He brings to Curtis-Young wide experience in general business management and sales supervision. He will function also as an administrative assistant to Arthur W. Young, president of the company.

Florence S. Bromley of Great Neck, N. Y. has joined the sales staff as representative in Nassau and Suffolk counties. Another new representative is Richard R. Swyers, Jr., who is now on the New York City sales staff. Both Mrs. Bromley and Mr. Swyers have completed the company's training course and are actively engaged in field work.

STRONG

because it's the FRAMEWORK that Counts

TRANSFER FILES **STAXONSTEEL** REG. U.S. PAT. OFF. TRANSFER FILES



STAX ON STEEL files are STRONG. Strong because heavy-gauge rustproof channel steel side plates carry weight at four equal points, front and rear . . . *this gives vertical strength.* Strong because steel stackers fit snugly into place *to give horizontal strength.* Strong because key-hole-slotted side plates interlock units side by side . . . *this gives an entire file bank double strength.*

Sell THEIR STRENGTH . . . Strength is the most important consideration for dealers selling transfer files. **Sell THEIR ECONOMY** . . . The strength of steel, combined with the economy of best quality corrugated fibre-board gives you an efficient file, at a reasonable price. They're handsome too! . . . in fade-proof bankers grey finish with rustproof metal drawer pull they look well even in the front office. **Sell THEM AS SPACE-SAVERS** . . . you can stack STAX ON STEEL up to 25 units high, right to the ceiling and save plenty of valuable floor space. They interlock tightly without waste of lateral space.

Pictured at right is part of an installation of 6100 STAX ON STEEL file units in the file rooms of Boeing Airplane Co. of Wichita, Kansas. They stack them 12 high, to the ceiling—and find that records are always neat, clean and easily accessible.

STAX ON STEEL Transfer Files are available in Letter, Legal, Check and Tabulating Card sizes . . . the best transfer file you can buy . . . and sell! Send for Catalog and Price List.

BANKERS BOX COMPANY

—SERVING STATIONERS SINCE 1918—

720 S. Dearborn Street

Chicago 5, Illinois

In New Home . . . *The new factory of American Automatic Typewriter Co. located at 2323 N. Pulaski Road, Chicago. The manufacturers of Auto-typist were formerly housed on Carpenter St. In the new plant this firm finds advantages of larger quarters.*

Announce $500 Grand Prize Winner in Wilson Jones Catalog Contest

FINAL WINNERS IN W-J CONTEST

1. Jack R. Jones, store manager of William Lilienthal & Sons, Cambridge, Ohio, a double prize winner. He took $100 first prize in the final period of the Wilson Jones "Sell-and-Tell" catalog contest and the $500 first grand prize.
2. $300 second grand prize winner Martin Hurtig, owner of Puig's Commercial Staty. Co., Chicago.
3. John A. Knauer, Jr., Knauer Office Supply, one of the 81 $10 prize winners in the third period of the contest.
4. Rolfe E. Hanson, Hanson Ptg. Co., Stoughton, Wis. Another of the $10 prize winners.
5. Wallace Langeland, R. E. Huffman Co., Aberdeen, S. D., one of five $25 third prize winners in the third period of the W-J contest.

Jack R. Jones has been awarded the $500 first grand prize in Wilson Jones Company's "Sell-and-Tell" catalog contest, it was announced by William K. Ryan WJ advertising manager. In the opinion of the judges, Mr. Jones, store manager of William Lilienthal & Sons, Cambridge, Ohio, submitted the most interesting story of how the new Wilson Jones General catalog helped him make a sale.

When informed of his cash award, Mr. Jones made it clear that he won on merit alone; he is no kin to his namesake founder of the big record keeping product firm in Chicago. Mr. Jones and his wife—and two children—had a bigger-than-usual Christmas, thanks to his skill in putting WJ's new catalog to sales producing use in one of his first calls with it.

The $300.00 second grand prize was won by Martin Hurtig, owner of Puig's Commercial Stationery Company, Chicago. Mr. Hurtig, only 25, is a well-known artist as well as a top salesman, having exhibited paintings at the Chicago Art Institute and "414" Galleries. Third prize—$200.00—in the "Sell-and-Tell" finals went to Ed Kaufman, F. W. Roberts Company, Cleveland.

The three grand prize winners were chosen from among the top-ranking contestants in the three monthly contest periods by judges Paul E. Burbank, secretary-general manager of NSOEA; John A. Gilbert, publisher of OFFICE APPLIANCES, and Alvin M. Hattal, managing editor of Geyer's Topics.

Hargen Marks 40 Years with Y and E

Forty years of distinguished service is the record compiled by Theodore Hargen, district manager of New England for the Yawman and Erbe Manufacturing Company, Rochester, N. Y. In commemoration of this anniversary, Hargen was recently presented with a 40-year gold service pin encrested with four diamonds, each one denoting ten years of service. Honors were done by Harvey P. Rockwell, vice-president in charge of wholesale.

In addition to being dean of "Y and E" district managers, Mr. Hargen is one of the top three manufacturers' representatives in the New England territory in years of service. His record makes him a familiar and welcome visitor to the stationers and office equipment dealers in that section of the country. He is active in the New England Travelers Club and NSOEA work.

Buddy STAPLERS

Now Glamorized in COLOR

Smart modern design
All-steel construction
Non-clogging
Use standard size staples

To Give You Added Stapler Sales to both home and office users

Everybody goes for color . . . and they'll go for the striking new Buddy Staplers when they see them. They'll buy more, too! Because color not only offers decorative possibilities in today's offices, but personal and departmental identification also. Color will sell more staplers to homemakers, students, hobbyists . . . and scores of other new stapler prospects.

New Self-Service Rack —attracts the eye . . . makes it EASY TO BUY

Handsome wrought-iron rack displays 12 Buddy Staplers, each with box of 2500 Golden Tone Staples attached . . . plus 12 extra boxes of Golden Tone Staples. Occupies only 5¼" x 12". Card carries strong selling message, illustrates uses. Rack is free with Assortment T12-1160.

Also available with 12 of the famous 24K. Gold-Plated Buddys No. T12-1170.

PRODUCT OF WJ WILSON JONES

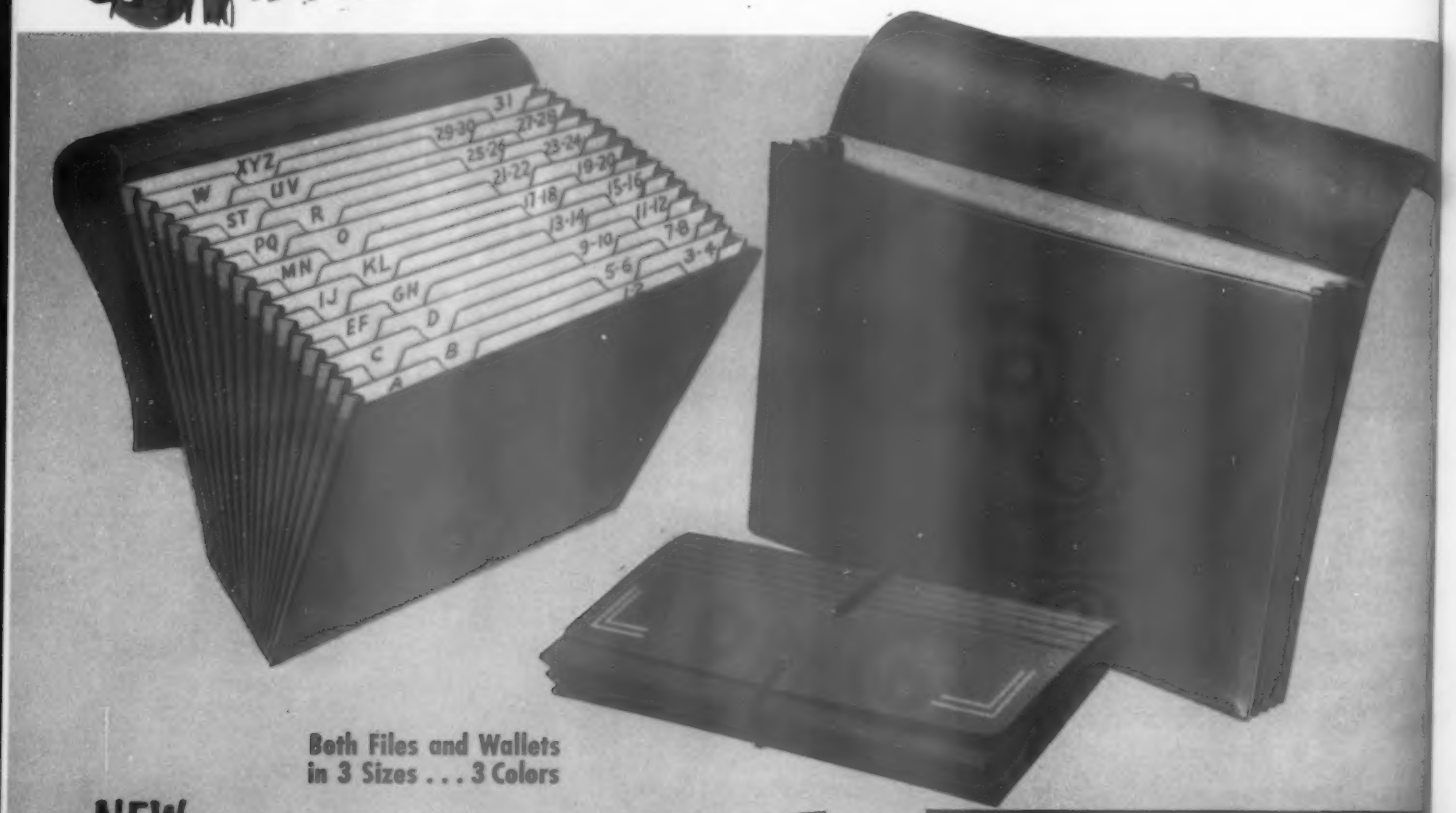
Order today from your nearest branch

WILSON JONES

209 S. Jefferson St., Chicago 6 122 East 23rd Street, New York 10

400 Williams St., N. W., Atlanta 3 / 137 Federal St., Boston 10 / 246 First St., San Francisco 5

Cooke & Cobb's NEW LOOK in expanding products means new customers for you



Both Files and Wallets
in 3 Sizes . . . 3 Colors

NEW ARISTOCRAT LINE

Styled with LUSTER TUF

Cooke & Cobb's handsome new ARISTOCRAT line promotes Expanding Products to the "front office". Gives you a profit-making line that appeals to every business and professional man—right up to the Chairman of the Board. All ARISTOCRATS are made with Luster-Tuf . . . a new material that is so tough it can't be torn. Luster-Tuf is water repellent, resists scuffs, bumps and perspiration. Handsome as fine luggage, Luster-Tuf retains its smooth beauty for years . . . a powerful selling point with those who want *both* economy and appearance.

Packed with features and potential profit

- **Exclusive LUSTER-TUF material**
- **All cloth gussets**
- **All popular sizes**
- **Permanently attached No-Tye Elastic Cord**
- **Three colors: Charcoal, Ginger, Copper**

COOKE & COBB

DIVISION OF WILSON JONES

122 East 23rd Street • New York 10

NEW ARISTOCRAT DISPLAYS EXPAND YOUR SALES

WALLET ASSORTMENT

Eye-catching, self-service display holds 30 ARISTOCRAT Expanding Wallets—10 of each size in assorted colors.

EXPANDING FILE STAND

This free three-color display accommodates an actual ARISTOCRAT Expanding File in open position to show spacious capacity. Strong selling messages emphasize features.

NOW you can sell your customers

25% MORE FILING CAPACITY

without increasing either cabinet or file room physical dimensions

with the new

PEERLESS

5-drawer, standard height "*space saving*" cabinets

That's right, in both letter and legal size files, you can now sell *more* filing capacity with *no change* in cabinet dimensions.

sell more floor space

More capacity in the same space. That means you can sell your customers on their need for less file floor space—or sell them the new way to increase their file room capacity, with no increase in department size.

sell greater cost economies

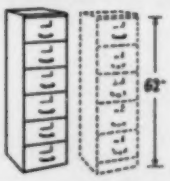
More capacity within the operator's reach reflects savings in time and money. Torque plates strengthen drawer openings. Such built-in extra strength gives you unexpected long-life. The result: long-range cost economy.

sell improved efficiency

More file contents within standard height cabinets improve clerical efficiency. And no loss in drawer features because you can file all standard folders . . . standard indexes . . . plus hanging file assemblies.

Your Peerless Sales Representative would like to go into more of these interesting details—why not drop him a line today.

SPACE SAVING CABINETS ALSO AVAILABLE IN 6-DRAWER MODEL



The 6-drawer model enables you to sell all of the features found in the 5-drawer cabinet.

In addition, the "7000 Line" offers four and three drawer models.

PEERLESS

PEERLESS STEEL EQUIPMENT CO.

6600 Hasbrook Ave., Philadelphia 11, Pa.

New York • Chicago • Dallas • Los Angeles

Use Area Plan for Clary Offices in San Francisco

Psychological Selling . . . *for Clary Multiplier Corp. branch office in San Francisco begins with redesigned exterior and window, where gray of aggregate block facing and greens of Tropicraft screen and display floor reproduce colors of Clary Custom line.*

An office combining the functions of floor sales, administration, mechanical servicing and telephonic solicitations should maintain separate areas for all of these activities.

That, at least, is the opinion of W. S. Watkins, manager of the San Francisco branch of Clary Multiplier Corporation, 48 Second St.

"And, contrary to the custom of office equipment offices that display their machines 'up front,' we believe—perhaps because we stress the quiet operation of our adding machines and cash registers—that the machines should be demonstrated toward the back of the office and away from street noises and distractions," he says.

Last year when the decision was made to transfer the Clary branch a few blocks away into San Francisco's "Office Row" where the nation's largest office equipment makers have their factory branches, manager Watkins decided to accomplish several objectives.

First, he wanted to departmentalize as much as possible without losing efficiency. Second, he wanted an attractive, functional office which would contain some informal splashes. Third, he wanted to promote the Clary Custom lines through judicious use of these lines' quiet green and gray color combinations in the general decor.

Because his own functions as manager require accessibility for visitors, he placed himself as near the front as possible, immediately behind the reception desk. The sales area, which should be visible from the front, was to be an "island" for effective, concentrated machine demonstration, with only a limited number of models—attractively situated—in view. The service rooms were to be at the rear.

To accommodate the daily meetings with salesmen, and salesmen's desks and chairs for telephone work, Mr. Watkins elected to make use of the office basement, an area 20 by 100 feet, where neither office operations nor sales demonstrations would interfere.

Architect Bruce Heiser laid out the floor plan which suited Watkins' ideas of separate areas and then completed the interior and exterior in forms, materials and colors that complied with the manager's requirements on informal functionality and color use.

By redesigning and modernizing the store front and win-

(Turn to page 122, please)

Clary Vista . . . *From the store front of the Clary offices in Denver can be seen reception area, manager's office and sales area. Walls of soft green harmonize with dark brown of masonite.*

General Sales Area . . . *Planter box and display stands in the Clary offices. The latter are charcoal black with gold tops which effectively set off greens and grays of Clary office machines.*

everyone loves Quillette

(Bankers Approved)

the pencil that writes with ink and never needs refilling!

THE BOSS loves QUILLETTE because it saves office time, cuts office costs . . . reduces writing supply inventory!

SECRETARIES and stenographers love QUILLETTE because it's so light, smooth and easy-going (just like a pencil). Can't leak, smear or transfer, doesn't need refilling.

CLERKS prefer QUILLETTE for all general writing, because it never needs sharpening, never grows shorter . . . ideal for carbon work! Nothing to click or twist!

QUILLETTE's full length ink cartridge is locked in wood for greater writing comfort! Ink colors of blue, red and green.

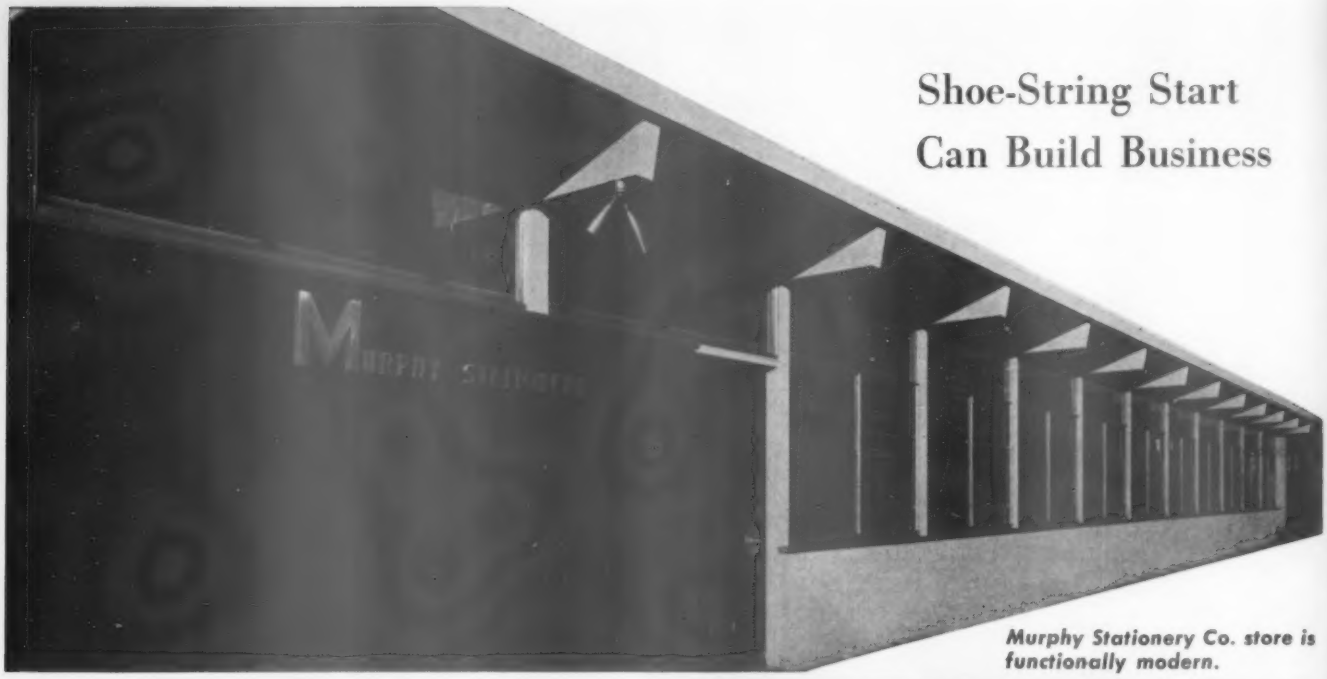
Write today for sample.

Single Pen 19c **Boxed Dozen $2.28**

RELIANCE PENCIL CORPORATION, Mount Vernon, New York

Makers of the Famous Templar Duro Lead Pencil

Shoe-String Start Can Build Business



Murphy Stationery Co. store is functionally modern.

By LESLIE MORRISON

Climaxing what might aptly be described as a Cinderella success story, was the recent official opening of the completely new office and plant of Murphy Stationery Company, Ltd., in Vancouver, Canada.

It was a proud occasion for all members of the staff, particularly those who have been with the organization since its infancy. They have watched it grow from a small office in an old warehouse to its present position as one of the most successful stationery and office supply companies in western Canada.

Covers 10,000 Square Feet

The new headquarters covers an area of 10,000 square feet. A one-story, cement block structure, it was designed to provide for future expansion. Incorporating the latest construction features, both inside and out, the premises are an excellent example of the current architectural trend in light industrial buildings on the Pacific Coast.

A particularly pleasing feature is the attractive decorative scheme, with colors deliberately chosen for their psychological effect. Facade, for example, is dark green with the canopy done in light salmon shade. Interior decor is a neutral tint, accented by Sherwood green—a combination of colors extremely restful to the eye.

Also a modern feature are the continuous, aluminum double-hung windows which extend across the entire length of the front and rear walls, thus ensuring plenty of natural light throughout all working areas.

Use Latest Furnishings

As can be expected with a firm that specializes in fine office furniture, the desks, chairs and other furnishings in the general office are attractive, incorporating the latest features conducive to comfort, convenience and space-saving economy. Also contributing to staff efficiency are the modern steel cabinets, filing equipment and other office requisites.

Both the stationery stockroom and printing shop are streamlined for efficient operation. In the warehouse, which also houses the duplicating machines department, one is impressed by its well-planned storage facilities and neat arrangement of stock. Also noticeable are the spacious aisles, permitting rapidity of movement. Still another important

(Turn to page 122, please)

Firm executives gather to map out sales.

Interior design is modern as exterior.

Stockroom is equipped to deliver the goods.

THE 4000-ITEM SHAW-WALKER FRANCHISE IS THE TRADE'S MOST VALUABLE

SHAW-WALKER

Largest Exclusive Makers of Office Furniture and Filing Equipment in the World

Factories and Home Office, Muskegon, Michigan

THE EXCLUSIVE SHAW-WALKER dealer offers his customers 4,000 items matched in appearance and matched for results. All bear the symbol of quality—"Built Like a Skyscraper"—the best-known trademark in the office equipment industry.

Shaw-Walker's 4,000 items are easier for dealer salesmen to sell because they are "time-engineered" to help any user get more done, more easily, more quickly.

The 300-page Golden Anniversary Shaw-Walker OFFICE GUIDE simplifies selling and is the biggest single source of dealer orders in this business.

Perhaps you qualify for this desirable franchise. Right now there are a few cities in which we are willing to establish new dealers or make a change. Yours may be one of the cities.

6 PROFIT ELEMENTS OF EXCLUSIVE S-W FRANCHISE

- Best Known Trade-Mark
- A Single Source of Supply
- 4000 Time-Engineered Items
- OFFICE GUIDE Selling
- Flow of Sales Helps
- Extra Profits from Exclusive Items

New Appointments, Promotions

Smoot to Represent G/W . . .

John (Jack) Smoot has been named a district sales representative by The Globe-Wernicke Company to represent the firm in northern California and Reno, Nevada. He joined G/W in 1947 as an industrial engineer and has had extensive experience in methods analysis of products in the company's steel and paper divisions. During the past two years, he has travelled extensively, working directly with dealers in the presentation of Techniplan and other G/W metal office equipment. Mr. Smoot resides with his wife and two small daughters at 2436 Inglewood St., Hayward, Calif.

Kores Appoints Western Distributor . . .

Don Sidenberg heads The Sidon Co., 1355 Westwood Blvd., Los Angeles, recently appointed western distributor by Kores Carbon Paper & Ribbons Mfg. Corp. Formerly a district representative for the Underwood Corp., Mr. Sidenberg will supervise all Sidon sales activities. Adequate Kores stocks are already maintained in Los Angeles in order to provide rapid service in the 11 western states.

Gunlocke Gets New Salesman . . .

Haas Hargrave, formerly associated with one of the large eastern universities in the purchasing department, has joined the sales staff of the W. H. Gunlocke Chair Co. He will cover Pennsylvania, exclusive of Philadelphia, and West Virginia. In addition he will have other special assignments.

Crombie New Underwood V. P. . . .

David J. Crombie has been appointed a vice-president of Underwood Corporation where he will be in charge of manufacturing. Since joining the company in 1929 as a mail clerk, Mr. Crombie has advanced through the assembly, engineering, personnel and manufacturing departments. Before his transfer to New York as assistant to the vice-president in charge of manufacturing, he served as assistant works manager at the company's Hartford factory. Mr. Crombie is the son of the late David H. Crombie, a toolmaker at Underwood's Hartford plant for 30 years.

Named President of Autopoint Co. . . .

Jules W. Lederer has been appointed president of the Autopoint Co., which is a division of Cory Corp., and manufactures a complete line of automatic pencils, pens, plastic products, advertising specialties, and office equipment items. Mr. Lederer, formerly of Eau Claire, Wis., was vice-president and sales director and a member of the board of National Presto Industries of Eau Claire.

Dixon Names Coast Manager . . .

David C. McMillin, Jr., a member of the Joseph Dixon Crucible Co. organization since 1952, has been named district manager on the Pacific Coast for all products, including pencil lines. A native of San Francisco, Mr. McMillin is the son of the late D. C. McMillin who headed the Zellerbach Paper Co.'s stationery department for many years. He presently resides in Menlo Park, Calif.

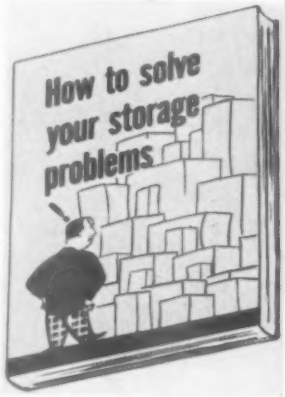
Appoint Colitho Sales Manager . . .

R. P. "Pat" Rooney was named to the position of sales manager, Colitho Division of Columbia Ribbon & Carbon Mfg. Co., Inc., effective January 3. Mr. Rooney, recently eastern district training manager, joined the Colitho Division in 1949 as a sales representative. He makes his headquarters at the Columbia main office, Glen Cove, N. Y., and will supervise the franchising program for Colitho dealer agents.

Represents Permafile Boxes . . .

Harry Tehan, Jr., is now representing Office Equipment Mfg. Co. on Permafile storage boxes for the southeastern part of the United States.

Equipto Inaugurates Free Layout Service



Equipto Division of Aurora Equipment Company, for 45 years a supplier of steel shelving, parts bins, steel benches, trucks, drawer units, and lockers, now offers the free services of factory trained engineers who are specialists in stockroom layouts.

This highly-trained staff spends all of its time in the study and survey of storage facilities. In addition to recommendations on steel shelving to provide an efficient and custom tailored installation, such factors as location of stockroom, receiving and shipping areas, parts finding and stock control systems, and lighting are carefully analyzed and discussed fully.

In addition to this service, Equipto has also printed a simplified booklet entitled, "How to Solve Your Storage Problems" which tells the reader how to set up his own facilities, make surveys, elevation drawings, and floor plans. This is ideal for smaller layouts where the services of layout specialists are not required.

For free layout service, or additional details, dealers may write Equipto Division of Aurora Equipment Company, 100 Prairie Ave., Aurora, Ill.

Apsco Shifts General Offices

Effective January 3, Apsco Products, Inc. executive, sales and general offices will be located at 9855 W. Pico Blvd., Los Angeles in a new office building. Apsco states, however, the mailing address will remain P. O. Box 840, Beverly Hills, Calif.

The company revealed it will discontinue warehouse stocks of its products on the west coast. All shipments will originate from the manufacturing plant at 2415 Kishwaukee St., Rockford, Ill. Apsco adds that returned goods must be forwarded to the Rockford plant as the new Los Angeles office location is not equipped with shipping or receiving facilities.

It is the company's plan to expand and modernize the Rockford plant sometime early this year.

DON'T DESPAIR!

Ask Your LYON Dealer!

• Finding the best source of supply for steel equipment isn't as frustrating as you may think.

Your Lyon Dealer offers the world's most diversified line of quality steel equipment. (A few of Lyon's 1500 standard items are shown below.) Equally important, he can show you how to get the most out of steel equipment in terms of saved time, space and money. Why not ask him to stop in? He'll bring along a 76-page catalog full of Lyon equipment and a head full of practical ideas.

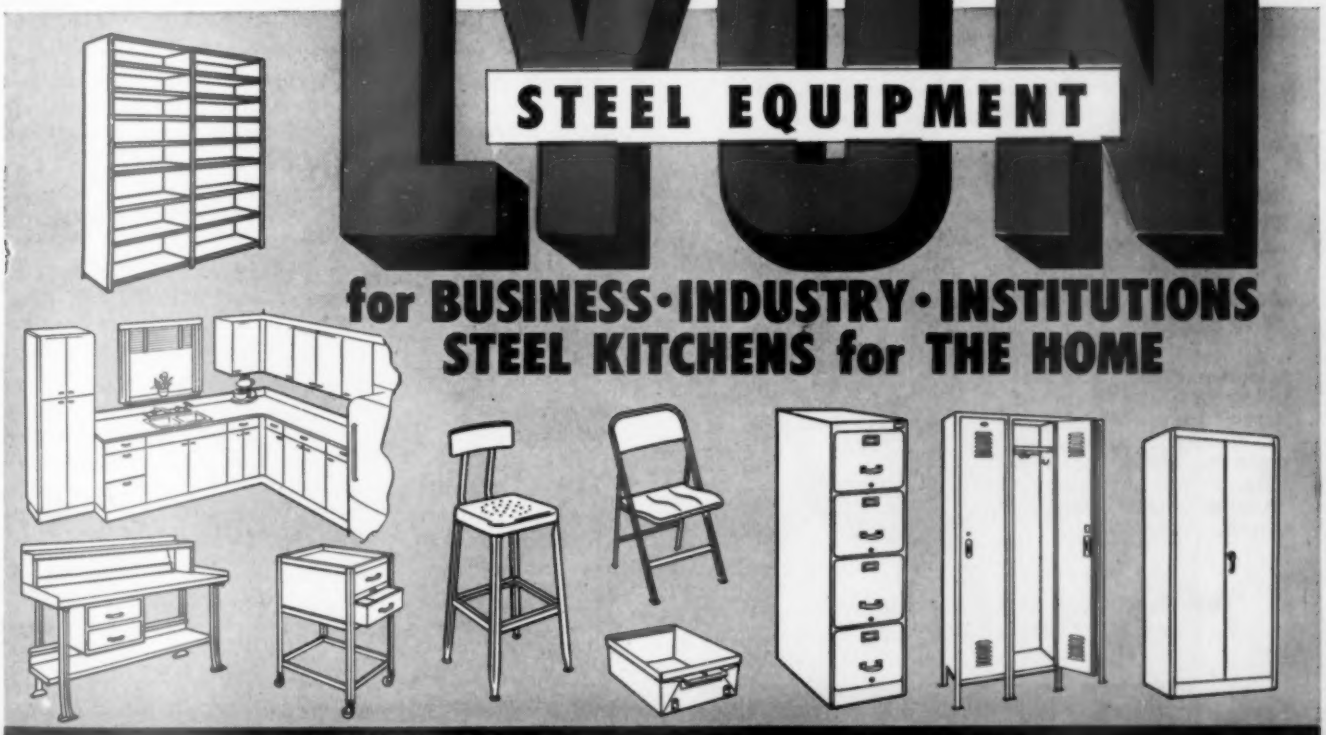
LYON METAL PRODUCTS, INC.
General Offices: 228 Monroe Ave., Aurora, Ill.
Factories in Aurora, Ill. and York, Pa.

Ads like this appear in Business Week and leading trade publications every month

Lyon also has complete facilities for manufacturing special items to your specifications

LYON®

STEEL EQUIPMENT



for BUSINESS • INDUSTRY • INSTITUTIONS
STEEL KITCHENS for THE HOME

A PARTIAL LIST OF LYON STANDARD PRODUCTS

• Shelving	• Kitchen Cabinets	• Tool Toters	• Economy Locker Racks	• Display Equipment	• Filing Cabinets	• Service Carts	• Tool Stands
• Lockers	• Cabinet Benches	• Bar Racks	• New Freedom Kitchens	• Flat Drawer Files	• Folding Chairs	• Sorting Files	• Shop Boxes
• Stools	• Storage Cabinets	• Tool Boxes	• Toolroom Equipment	• Revolving Bins	• Work Benches	• Drawer Units	• Tool Trays
• Bin Units	• Drawing Tables	• Parts Cases	• Wood Working Benches	• Hanging Cabinets	• Bench Drawers	• Hopper Bins	• Shop Desks

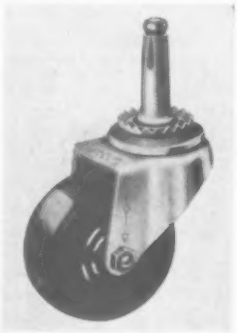
Simple test demonstrates file-hardness of Bassick caster

Pre-test caster wear to help you sell

Now you don't have to *explain* how well Bassick casters will stand up in your customer's office.

Get yourself a file and *prove it*. Bassick ball and raceway surfaces are case-hardened in special furnaces to 15N90 Rockwell hardness. They are so hard that the file won't cut them.

That's why Bassick's will last longer, perform better, on office chairs and furniture. Just another good reason why nationally advertised Bassick casters are going on more and more office equipment every day.



Smoother rolling, easier swivelling Bassick "Diamond-Arrow" line includes casters for wood and metal chairs, typewriter stands, etc. With "Baco" rubber tread or "Atlasite" hard composition wheels.

THE BASSICK COMPANY, Bridgeport, 2, Conn. *In Canada:* Belleville, Ont.

Bassick
A DIVISION OF
STEWART SW WARNER
MAKING MORE KINDS OF CASTERS . . . MAKING CASTERS DO MORE

75 YEARS OF CASTER LEADERSHIP

In Other Lands

Continued from Page 74

I know, there is not. This is hardly surprising. The textile industry of Lancashire, for example, which is world renowned, has no museum to house the exhibits which saw the first beginnings of mass production of textiles. If there is no museum for the textile industry in Lancashire, then it is hardly surprising if there is no museum for office equipment generally.

It seems to the writer that there is now a paramount need for the establishment of a professional body for the industry—if you wish, for want of a better term, an Office Equipment & Appliance Institute—with associates and fellows. What is wrong with the idea? I have mentioned it to certain people in this country and I must confess that some have thought it "odd" to say the least.

Other industries have their own professional organizations. Why not the office equipment industry? The establishment of such a body, on a worldwide scale (i.e. not necessarily a national body but one which had members the world over) with branches in large centers of population, and lectures on manufacturing, salesmanship and so on, would presuppose that here was the body corporate to take in hand the establishment of a museum for the industry. If there is no museum of this nature in the United States, then presumably there would be one established in America and one in Britain.

What do some of my now many American friends think? If other people are thinking along the same lines for 1955-56, I am willing to help all I can at this end.

* * * * *

The past year, if I may be forgiven for "looking back," has been noteworthy for one thing in my view: the more progressive outlook by retailers generally. In the field of display, for instance, there has been a far more interested approach and undoubtedly this has been due in part to the return of more competitive trading conditions.

Another factor has been the increasing interest of traders in the sales of greeting cards. The sale of such cards is proving a ready money spinner for many of the smaller stationers especially.

Fewer windows, too, have been seen of the "hold-all" variety. A much more enlightened approach is noticeable and here one should pay tribute to the work of the Stationers' Association of Great Britain, which continues to lead the way in all matters appertaining to display, sales, and so on, by stationers. At the annual conference, for example, some of the addresses in recent years have been worth their weight in gold to retailers.

Probably less than any other section of the community in Britain to-day, the stationer and specialist in office equipment seems in danger of incorporation by monopolies and combines and chain stores. It is true, of course, that against this comparative "freedom" from immediate threat, there is the problem of direct buying by large utility concerns and public companies. If anything, the tendency appears to be spreading.

The answer here is a difficult one. It is doubtful if there is any cut and dried answer. But surely one question which the retailer should ask, is whether he is giving a service to the trade as a retailer? It may be that some retailers, for example, are by no means as efficient as they would have us believe.

And so, with a few thoughts on the past and a hope for the future, may I extend to all readers in the United States of America and the rest of the world, good wishes and prosperity for 1955.

Something NEW in adding machines...

Odhner adds auto-multiplier!

There is nothing quite like the new electric Odhner—this speedy, easy-to-operate 10-key adding machine now offers a revolutionary auto-multiplier and optional stepover feature! Odhner's auto-multiplier—the 9 small keys at the right of the keyboard—is designed so the top depressed key activates the multiplying cycle. Now Odhner gives you the advantages of efficient and simple automatic multiplication—at savings up to $200! New Odhner retails at only $399.50. Available now in the U. S. A.

You can count on

Odhner

Adding Machines

FACIT INC.

500 Fifth Ave., New York 36, N. Y.

114 Sansome St., San Francisco, Calif.

Shoe-String Start Can Build Business

Continued from Page 116

feature are the wide packing benches, enabling employees to handle a rush of orders without confusion.

It was significant that the official opening of the building coincided with the company's 18th anniversary. It was founded in October, 1936, by its president, P. H. Murphy, who had previously been associated with the stationery firm of Murphy and Chapman. Mr. Murphy launched his venture on the theory that printing and stationery should be sold direct to the consumer in his own office, rather than through the medium of the store. That this theory has definitely paid off is evidenced in the fact that the company's sales have jumped from $36,000, as at the end of the first year of operation, to nearly $500,000 annually.

"Actually it could be said that we started out on a shoestring," says Mr. Murphy. He attributes the company's success to good public relations, backed up by top-quality, dependable merchandise and effective advertising.

Use Area Plan for Clary Offices

Continued from Page 114

dow display in the subdued greens and gray used on the company's deluxe adding machines and cash registers, he obtained an identification with the product even before a prospective customer enters.

By utilizing planter boxes containing plants of rubber, philadendrum of three varieties and ivy, plus a leaf design in the Chinese rice paper in the ceiling illumination, Heiser brought a flavor of outdoor relaxation into the offices.

The redwood, finished with linseed oil, used as siding for planter boxes and some of the machine displays, added another note of informality without creating a horizontal, hard-to-clean surface.

The grayed-green of the walls and earthy brown colors used on floor tiling and masonite partitions produces a feeling of restful quietude.

For the purpose of highlighting a few of the display stands, a siding of charcoal black and top surface of gold was used, contrasting with both the office decor and the machines themselves, again creating an eye-stopping display.

Arnot Tells of Partitioning Potential

The new concept of modular office partitioning represents an increased per capita sales potential of $400 to the average metal office furniture salesman, according to Nathaniel D. Arnot, head of the Arnot Jamestown Division of the Aetna Steel Products Corporation.

A salesman who previously sold a desk, table and chair to each office worker can now add approximately this amount of partitioning to such an order, Mr. Arnot said.

The introduction of modular partitioning to the metal office furniture field means a sharp increase in the overall sales potential with no significant inroads into the existing conventional partition market.

In 1953, more than $100 million dollars worth of metal office partitions were sold and it is expected that not more than 10% of this volume will be affected by partitions connected with modular furniture.

It is true, Mr. Arnot declared, that the $80 million dollar desk business realized in 1953 will be encroached upon. However, inasmuch as the manufacturers of standard metal desks are entering the modular furniture field, no appreciable reduction in individual firm business will be felt.

10-Day Cosco Demonstration makes 11th day sale...for *you!*

COSCO'S "10 come 11" Promotion!

Put your Cosco chairs right in the prospect's office on 10-day trial. Comes the 11th day... you make a sale!

Get set for the hardest-selling office chair promotion ever! Here's how it works. Your customer sees for himself—proves to himself—how Cosco chairs reduce fatigue, increase efficiency, boost work output. He is self-persuaded. He is convinced!

Cosco unleashes the selling power of this campaign beginning in January in *Newsweek, Fortune, Business Week, U. S. News & World Report.* Plan now to get as much of this business as you can. The tie-in floor display is colorful, sturdy, 6 feet high...yet costs only $7.95. Order yours today. Put it up soon as it comes. Then start throwing "elevens" every time!

Compelling ads like this in *Newsweek, Fortune, Business Week, U. S. News* will get *action* for you!

"10 Come 11" Floor Display is easy to set up, takes less than 2 sq. ft. of floor space, *really sells!* Tie in. Order yours today!

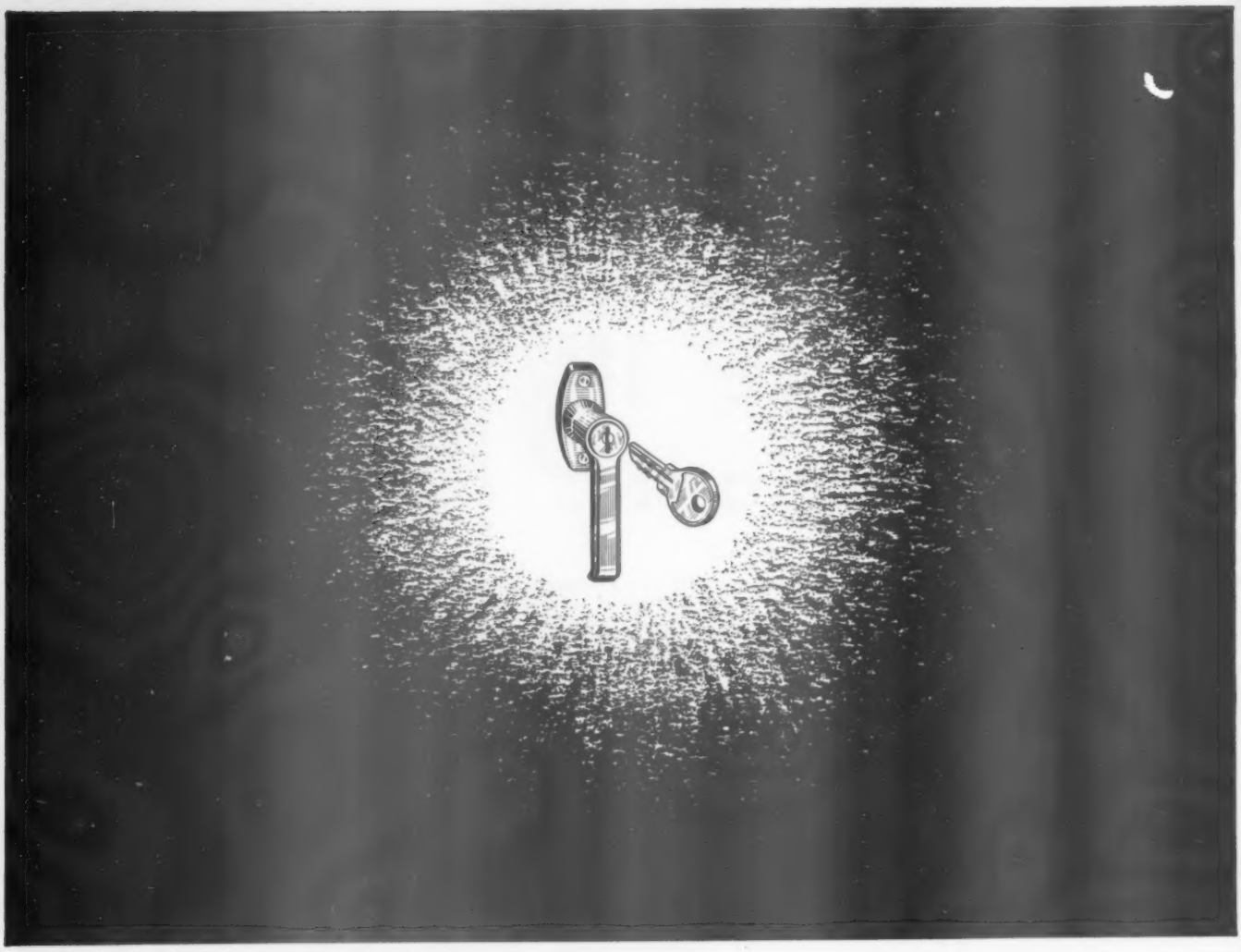
©1954 HMC

Feature Nationally Advertised

COSCO Office Chairs

It pays to give the customer what he wants

HAMILTON MANUFACTURING CORPORATION · Columbus, Ind.



Dealers Sold This Keyhole to 80% in 1954

UNILOCK the complete lock protection jumped dealers' sales—And it is even a better buy in 1955

Our records show that dealers orders for UNIFILES specified 80% of these units equipped with UNILOCK. UNILOCK—"one key in one lock—locks everything" is popular with dealers and customers because it—

- **Provides better locking for less money**
- **Eliminates duplication in dealers' stock**
- **Attracts customers and wins sales with a real value and a genuine service.**

You can profit with UNILOCK in 1955. Now an even better value the UNIFILE with UNILOCK is an H-O-N proven feature that wins sales. Free point-of-sale merchandiser with your order.

UNIFILE 32AU
with UNILOCK

THE H-O-N CO. H-O-N OFFICE EQUIPMENT **MUSCATINE, IOWA**

Moore Veteran Retires; Replaced by Pacific Chief

Harry P. Brown, Moore Corporation vice-president and general manager of Moore Business Forms, Inc., Eastern division, Niagara Falls, N. Y., retired December 31, 1954. Walter L. Eggert, vice-president and general manager of Moore's Pacific division at Emeryville, Calif., succeeded him on January 1.

Mr. Brown joined the Moore organization in Toronto on December 31, 1918. In January 1945, when the Moore

W. L. Eggert

H. P. Brown

interests in the United States were merged into Moore Business Forms, Inc., he was elected a vice-president. He then was named to the top post of general manager of the eastern division, the position he has held for the past ten years.

Mr. Eggert, a native of Seattle, Wash., joined Moore in 1926 as an assistant accountant at the Pacific Manifolding Book Company, then operated by Moore.

After various mergers that led to the Moore Business Forms, Inc., he was named general manager of the Pacific division in 1946. He was elected a vice-president in 1951.

The business forms industry was founded by the late Samuel J. Moore when he opened the first sales book factory in Niagara Falls, N. Y., in 1883.

Royal Makes New Portable Appointments

Robert Elkins

W. H. Beckwith, sales manager of the portable department for the Royal Typewriter Company division of Royal McBee Corporation, has announced the following appointments:

Eastern regional manager — H. L. Rudnick, New York.

Great Lakes regional manager—G. C. Witzel, Chicago.

Southern regional manager—S. W. Mazur, Atlanta, Ga.

Central regional manager—J. J. Konrath, Kansas City, Mo.

Each regional manager will supervise the Royal portable activities in his area.

Robert Elkins has been appointed merchandising manager in the portable department. As portable district representative in Atlanta and Los Angeles, he established an enviable merchandising record which prepared him to help dealers in promotional activity.

Miss Josephine Broderick has been named administrative assistant to the portable department.

Rubber Company Stretches a Gift

The Alliance Rubber Company recently dispatched to their stationery and office supply dealers a unique Christmas "Remembrance" package which contained a small block of crude rubber. Alliance believed the unusual gift would interest dealers and customers alike in that many probably had never seen rubber in its crude stage. The firm announced that a similar offering and a one ounce box of Arco open ring bands would be sent to any dealer on request.

See what we mean by *The Forward Look* in safes?

This photo of the 1955 version of our popular Model 5533-C Record Safe only partly explains it.

You'll note the smart new Stainless Steel lock panel, the new functional design of the handle, the "Private View" combination lock.

Not shown by the photo, but of great importance to you and your customers, are these three features:

(1) All the new, deluxe models are available in a choice of three smart decorator colors to match the decor of the modern office.

(2) All safes in the 1955 line—even the smallest sizes—carry 4 LABELS, including the T-20 and Relocking Device labels of the Underwriters' Laboratories.

(3) All deluxe models have new, improved interiors.

Exclusive franchises are open in a number of important centers. Inquiries will receive prompt and careful consideration.

Herring-Hall-Marvin Safe Co.
HAMILTON, OHIO
BUILDERS OF THE U. S. SILVER STORAGE VAULTS AT WEST POINT

PARKER TRANSFER CASES

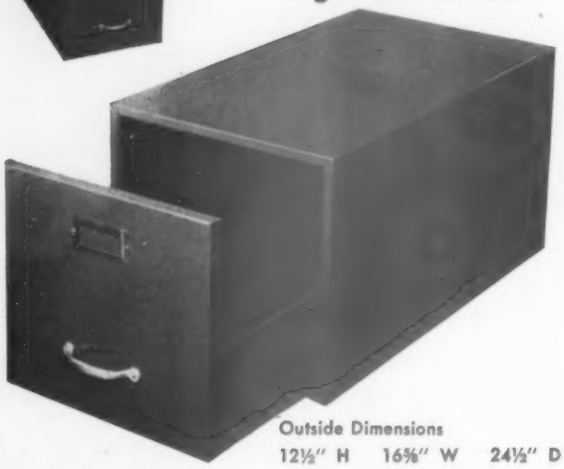
WELDED STEEL CONSTRUCTION PERMITS CEILING HEIGHT STACKING GIVES 50% MORE VALUABLE STORAGE SPACE AT LOW COST

Letter Size 24 LP

Outside Dimensions
12½" H
13¾" W
24¼" D

Inside Dimensions
11⅛" H
12⅛" W
24" D

Legal Size 24 LG



Outside Dimensions
12½" H 16⅝" W 24½" D

Inside Dimensions
11⅛" H 15⅛" W 24" D

PARKER STEEL TRANSFER CASES permits stacking to ceiling, gives every storage room 50% more stacking area at low cost. Electrically welded sheet metal cases, completely enclosed on all four sides. Protects against fire, water, dust, vermin, etc.

PARKER STEEL TRANSFER CASES keep your records looking better, longer in generous 24" filing depth.

PARKER STEEL TRANSFER CASES are easy to operate even at full capacity because they are solely designed for this very purpose; and are equipped with four rollers, which makes for smooth operation of drawer.

PARKER STEEL TRANSFER CASES posses no outside obstructions. Completely stacked by interlocking cases with nut and bolt safety device. Easy! Quick! Efficient! These Transfer Cases are equipped with automatic stops, prevents drawers being pulled out of case. Finished in Baked Enamel, smooth durable and attractive.

Removable Type Follow Blocks and Bases available at little extra cost.

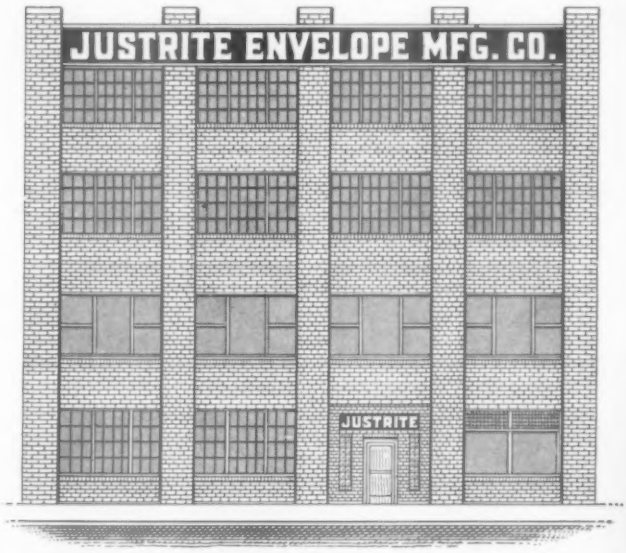
WRITE FOR OUR LATEST CATALOG

PARKER STEEL PRODUCTS, INC.
54 NORTH 11TH STREET, BROOKLYN 11, NEW YORK

Justrite Takes Over New Home

The Justrite Envelope Manufacturing Company has moved into its new home at 523 Stewart Ave., S.W., Atlanta, Ga., to handle its expanding business. The modern four-story brick building of 40,000 square feet provides more than double the space available in the old location.

The new building, which is only a short distance from



Just Right . . . to handle its expanding business is the verdict reached by the Justrite Envelope Mfg. Co. as it occupies new, modern quarters in Atlanta, Ga.

the heart of Atlanta, has excellent loading and shipping facilities in addition to a private railroad siding. Efficiency of operation is the theme of the entire setup.

To complete the immediate portion of the expansion, new equipment was scheduled for installation early in 1955, which will double production output.

An affiliate of the Northern States Envelope Company, Inc., of St. Paul, Minn., Justrite is managed by Mr. Ray Sammons of Atlanta, and directed by Mr. Joseph G. Rebholz of St. Paul. The output of both plants is sold to and through dealers only.

Mayline Holds Annual Christmas Party

The 16th annual Christmas party of the Mayline Company, Sheboygan, Wis., was held during the holiday season, highlighted by an address by the firm's president, E. H. May.

After telling about the good results experienced in the diversification of the Mayline products, Mr. May announced the distribution of the year-end bonus which was done by Victor J. Kritske, plant superintendent, and Roman Hoerig, assistant plant superintendent.

Mr. May then presented special service awards to Carl Krueger and Roman Hoerig, five years; Lillian Rockenbach, Esther Chiginski and Elvira Heling, 10 years; and William A. Wendland, Irvin R. Bosshardt and Victor J. Kritske, 15 years.

Mrs. E. H. May, vice-president and secretary of the company, was introduced by program chairman Harold H. Mais.

Brief talks on the various activities of the company were given by Henry Ruehr, production; Irwin R. Bosshardt, purchasing, and Victor J. Kritske, who spoke on the past attainments and commented on the bright future ahead for the company. Leo Ebben, a guest, was introduced.

Special gifts were distributed by William A. Wendlend and Leo Ebben. Dick De Young and Company of Sheboygan presented a program of magic and dancing was enjoyed to the music furnished by Miss Olga Saye.

prized in modern offices

M-2000
Executive
Arm Revolving
Chair

M-1000
Matching
Arm Leg Chair

M-20
Deluxe
Clerical
Posture Chair

Milwaukee METAL-LUX

THE CHAIRS OF DISTINCTION

More and more offices are wearing the "look of distinction" introduced by MILWAUKEE METAL-LUX. Businessmen are quick to recognize, first, the new note of beauty METAL-LUX has imparted to the metal chair; second, the superior comfort and quality construction evident in each model; and finally, the obvious good value embodied in the line. No wonder then, with these strong advantages to back them, METAL-LUX dealers are enjoying a solid selling success. There is a METAL-LUX Chair for every office requirement. Do you have the line on *your* sales floor?

If you haven't yet shared in METAL-LUX sales and profits, write for full literature today.

MILWAUKEE METAL FURNITURE COMPANY • 101 N. Campbell Ave., Chicago 12, Illinois

A Profitable Opportunity!

With the automatic, electric

Patents Applied For

SCOTTIE LETTER OPENER

only $105.00

F.O.B. Factory plus excise tax. Stacker optional at nominal price. (Prices subject to change without notice.)

opens 200 to 300 Letters per minute

built right — priced right

for thousands of small and medium-sized businesses

NOTHING ELSE LIKE IT! Opens letters 30 times faster than by hand! Gets the whole office staff into high gear —fast. Designed to handle from 200 up to 2000 letters per day. Small, compact—readily used on any desk or table. "Scottie" weighs only 9 pounds, —it's easy to carry from desk to desk, can be put in any convenient corner when not in use. Opens all sizes of envelopes,—no clipped corners or damaged mail. Takes a clean slice off tops of envelopes, with adjustment from 0 to ⅛" for width of trim.

OPENS A HUGH NEW MARKET — The Scottie Letter Opener does a lot more than open mail — it opens the huge market of middle-sized offices where the time it saves makes it very profitable. It is needed by banks, stores, wholesale houses, insurance offices, mail order businesses, factories and dozens of other lines.

OPENS A RARE SALES OPPORTUNITY — Reports from established Scottie sales representatives are excellent. Thousands of smaller businesses offer a practically untouched market for this speedy, low cost machine. If you are experienced on specialty equipment sales —look into the Scottie for steady, future profits.

ARNOLD MAC KENZIE, Inc.
3133 OVERLOOK DRIVE, MINNEAPOLIS 20, MINN.

SEND ME THE DOPE ON SCOTTIE

ARNOLD MacKENZIE, INC.
3133 Overlook Drive, Minneapolis 20, Minn.
I am experienced in sales of specialty office equipment. Send full information on Scottie Letter Opener. My territory is:

.....

Name.....

Street Address.....

City.....State.....

Steck Consolidates Printing, Stationery

E. W. Jackson, Jr.

The integration of the city printing department and the stationery department of The Steck Company, Austin, Tex., has been announced by its president, E. W. Jackson.

It is claimed that the consolidation of these departments will result in better customer service in handling all city sales—printing and stationery alike —since most phases of Steck's local business will be handled by the new city sales division. All offices of the new division will be located on the mezzanine floor of the Steck Building, 205 W. Ninth St.

The integration of these departments will also free R. M. Allen, former head of city printing, to devote his full time to insurance printing, which has put increasing demands on his time. The company's insurance printing division covers a large area of the county. The Steck Company prints policies, insurance manuals, rate books and specialized insurance forms.

Ernest W. Jackson, Jr., who will head the city sales division, said there would be no change in sales representatives, who retain their same customers and territory. William E. Shelton will continue in charge of printing production and Allen New as floor manager of the stationery store. The only difference, he explained, is that city printing transactions formerly handled by Mr. Allen would now be handled by him. The younger Jackson has been associated with Steck's since 1948.

The integration of these departments by The Steck Company is another move in its forward progress to serve its customers and the community. The company was started in 1912 as E. L. Steck, Printing, but in 1919 the name was changed to The E. L. Steck Company and in 1932 the company was incorporated as The Steck Company.

The company, originally located on East 9th St., later moved to 909 Congress Ave., and then in 1928 moved to its present site at 205 West Ninth St. The new Steck Building was completed in 1947.

The company, one of the largest lithographers in the South, handles all types of commercial printing including color catalogs, brochures, booklets, magazines, bonds and checks. Steck's also has a complete office equipment, office furniture and commercial stationery department to serve Austin and the Southwest.

Swingline Conference . . . *Mid-West representatives of Speed Products Co., Inc., held a regional meeting at the Irvin Cobb Hotel in Paducah, Ky., last Dec. 3-5 at which time the Swingline slogan was exemplified, "Be Alive in '55." Highlighted were plans for the new No. 27 popular-priced new-look stapler, designed for use by state, city, county offices and boards of education as well as large industrial corporations. It will be their own trademark or insignia. Shown are (left to right): UPPER ROW—Ted E. Averbach, director of sales; Tom Seward, Kansas City, Mo.; Harold Heyward, Chicago; Fred Pittman, Atlanta, Ga.; Irv Schneider, Columbus, Ohio; Art Carrow, Houston; LOWER ROW — Paul Ulwelling, Appleton and Ed Van Deusen, Birmingham, Mich.*

R.C.Allen *dealers will tell you...*

MORE SALES FEATURES PER DOLLAR MEAN GREATER SALES AND PROFITS

And every R. C. Allen office machine offers your customer all the most-wanted, advanced features at lower cost than ordinary machines! These features sell themselves to your customers . . . build bigger profits for you with faster turnover and increased sales.

R. C. Allen machines are the leaders that give you more to sell at lower cost . . . and live up to the R. C. Allen tradition of unrivalled quality, value and versatility. The independent office machine dealer's greatest profit opportunities wear the R. C. Allen name.

VisOmatic

ADDING MACHINES

Hand and electric models for every use. Built for exceptional speed, ease of operation, unfailing accuracy; triple visibility leaves no room for errors. Credit balance on some electric models.

TYPEWRITERS

The ultimate in typing perfection. The VisOmatic Carbon-Ribbon Typewriter, for executive correspondence. Sharper impressions than with silk ribbon . . . at lower cost. Ideal for critical work and reproduction.

CASH REGISTERS

urable construction, easy operation nd a wide range of service features for very type of business, usually found nly in more expensive machines. Both ectric and hand models handle multi-le transactions.

BOOKKEEPING MACHINES

Commercial, payroll and bank models designed to save time, effort and eliminate errors. Easier to operate, fully carriage controlled with automatic printing features, fast, easy alignment and complete posting records.

R. C. Allen BUSINESS MACHINES

R. C. Allen is the only manufacturer of business machines selling such a complete line of models through independent dealers everywhere.

EE DETAILS! Write today to the factory sales division for ll information and literature on the complete R. C. Allen e and facts about a "profit partnership" for you.

R.C.Allen Business Machines, Inc.
663 Front Ave., N. W., Grand Rapids, Michigan

A FEW EXCLUSIVE TYPEWRITER AND CASH REGISTER TERRITORIES ARE STILL AVAILABLE

HALVERSON DUPLICATOR BASES

sturdiness and convenience that sell!

Ideal additions to any duplicating department

Double-Door Cabinet Base model 62DD

The best made, lowest priced duplicator cabinet on the market ... packed with sales potential! Roomy, dust-proof enclosed storage space houses all duplicating supplies. Constructed for smooth, soundproof operation. Smartly streamlined to fit into any decor. Cabinet is 29½" wide, 20" deep, adjustable from 28½" to 30" in height. Shipping weight 60 lbs.

F.O.B. Chicago. With ball bearing casters (2 locking) $7.50 extra.

$49.50 LIST

PULL-OUT SHELF on left for extra working space.

Heavy-duty all-welded steel construction

Spirit-resistant Hammerloid baked enamel finish

4 adjustable glides for perfect leveling on uneven floors

Shipped completely set up

$35.00 LIST

F. O. B. Chicago. With ball bearing casters (2 locking) $7.50 extra.

model 52S

Streamlined All-Purpose Stand

Raised safety edges prevent items from falling off shelf!

This versatile, quality-built stand provides a soundproof base for duplicators, folding machines, and many other uses! Practical, modern design features rounded corners and smooth edges for safety and beauty. Storage shelf accommodates duplicating equipment, fluid, carbon sets, paper, etc. Width 29½", depth 20", height adjustable from 28½" to 30". Weight 45 lbs.

WRITE FOR DEALERS DISCOUNT

HALVERSON SPECIALTY SALES

1221 W. Chestnut St. • Chicago 22, Illinois

Subsidiary of MIM-E-O STENCIL FILES COMPANY

Use Gold-Plated Spade . . . *The first spadeful of earth for the new $3,250,000 home of Ditto, Inc., was taken from the ground recently by Kenneth M. Henderson (center), president of the company, and Theodore W. Robinson, Jr. (left), and Sanger P. Robinson, identical twins who are chairman of the board and vice-president, respectively. The spade used in the ceremonies at Lincolnwood, Ill., close-in Chicago suburb, was gold-plated, a gift from the electro-plating division of the Robert Zacharias Co., a present Chicago neighbor of Ditto, Inc.*

Art Frey, Son Represent C. L. Barkley

Arthur R. Frey and his son, A. Heron Frey, manufacturers' agents of Cincinnati, Ohio, have been appointed representatives of C. L. Barkley & Company in the states of Michigan, Indiana, Ohio, Kentucky and West Virginia, it has been announced by Peyton H. Barkley, secretary-treasurer of the Chicago company.

Art Frey is a well known figure in the industry. He has had considerable experience in the filing supply and filing system field. He has also been very active in wood office furniture affairs, and in many organizations within our industry. He was a charter member of the old WIS-ILL Club, now the Great Lakes Travelers Club. Currently he is vice-president of the Fifth District Travelers Club.

Heron Frey joined his father last September after two years in the Air Force. He was graduated from the University of Notre Dame in 1952.

In addition to Barkley, Art and Heron Frey represent Imperial Desk Company, Jasper Seating Company, Bankers Box Company, Nucraft Furniture, Niemann, Inc., and Mutschler Bros.

Reyburn Presents Service Awards

Each December during the past decade, The Reyburn Manufacturing Co., Inc., Philadelphia, Pa. has presented service awards to its employees having a continuous service record of 10 years or more.

This past December, the company presented 43 awards, one for 40 years of service, two for 35 years, 10 for 30 years, nine for 25 years, five for 20 years, two for 15 years and 14 for 10 years. Among the 25-year award recipients were P. L. Wise, vice-president and general sales manager, and T. C. Miller, tag division merchandise manager.

If it were possible for one person to earn all of the awards presented by Reyburns this past December, it would require 905 years of continuous service! Having been established in 1895, The Reyburn Manufacturing Company, Inc. this year is celebrating its 60th anniversary.

FOR THE EXECUTIVE OFFICE

. . . today's most luxurious and practical chair!

KENMAR'S *Swing King*

ARMOR-WEIGHT

ELASTIC

Boltaflex

. . . covered in incomparable

Only famous Armor-Weight Elastic Boltaflex, as used on the Kenmar "Swing King" above, looks so much like costly top-grade leather and is so soft and luxurious to the touch. There are beautiful textured patterns too—all in a full selection of latest decorator colors.

The reclining chair is one of the hottest items in America for the executive office. Get those added sales and profits—promote and sell reclining chairs covered in Armor-Weight Elastic Boltaflex.

GENERAL PLASTICS
The General Tire & Rubber Company

BOLTA PRODUCTS • *Division of The General Tire & Rubber Company*

JOHNSON "sectionals"

Showing Johnson Sectionals 1521R, 1521C and 1521L.

...dramatically MODERN...

This is the kind of an office your customers want . . . good-looking, *dramatically modern* and practical.

And you can help them achieve this by suggesting JOHNSON SECTIONALS—new exciting designs with that *dramatic* styling that creates a warm friendly atmosphere.

Johnson SECTIONALS can be adapted to an infinite variety of arrangements . . . one to fit any room.

You'll find Johnson SECTIONALS available in a wide choice of leathers . . . one to please every customer.

1521RL

Learn how these new Johnson SECTIONALS can mean new profitable business for you. Write today for complete details, prices and a copy of the new JOHNSON BUSINESS CHAIR CATALOG.

Since 1868
JOHNSON
Business Chairs

JOHNSON CHAIR COMPANY

7109 Merchandise Mart Chicago 54, Illinois

2 Executives Join McBee

John R. Stewart and V. R. Youngquist have joined The McBee Company, division of Royal McBee Corporation. Both were members of the Board of Directors of the Charles R. Hadley Company, Los Angeles, Calif., before joining McBee.

Mr. Stewart has been named manager of the Los Angeles

J. R. Stewart

V. Youngquist

branch and Mr. Youngquist has assumed sales promotional duties for the western division.

Mr. Stewart is a graduate of Chrysler Institute of Engineering, Detroit, and later joined the Chrysler Corporation. He joined Hadley in 1937 as a salesman in Chicago and held various positions with them.

Mr. Youngquist is a graduate of Whittier College and Sawyer School of Business, Los Angeles. He became associated with Hadley in 1942. He was vice-president in charge of sales at the time of his resignation.

Art Steel Names Two Representatives

Irving M. Levy, vice-president in charge of sales for Art Steel Company, Inc., announces the appointments of Murray Bernard and Sidney Pellman as sales representatives for the southern territory.

Mr. Bernard will cover the states of Virginia, West Vir-

Murray Bernard

Sidney Pellman

ginia, and North Carolina. His many years of retail selling experience in the office furniture and commercial stationery field has provided him with a thorough understanding of the dealer's problems and needs.

Mr. Pellman will travel the states of South Carolina, Georgia and Florida. Company trained, with 16 years of diversified experience in all departments—production, traffic, warehousing and selling—Mr. Pellman is well qualified to be of service to the trade.

Higgins Heads Sales for Emporia Firm

Harry Higgins, former sales manager of the Didde Office Supply Company, Emporia, Kans., began work January 1 as sales manager for Didde-Glaser, Inc., Emporia, manufacturers of collators used in printing establishments.

For the past year, Mr. Higgins has been manager of the St. Louis branch of the Old Town Corporation, handlers of duplicating machines and office supplies.

Donald Blahut, who has returned from service with the armed forces, also began work January 1 in charge of erection and installation of the Didde-Glaser collators out in the field.—GMH

Tell Your Prospects About The Many Different Locking Arrangements On

HERCULES®
MEILINK BUILT

INSULATED STEEL FILES

Note the heavy steel inner and outer walls. Note that Meilink's exclusive Thermo-Cel insulation is reinforced for extra strength with wire mesh. Here is unmatched protection against fire and pilferage.

You have two powerful selling arguments when you talk Hercules insulated files to your prospects.

FIRST: Hercules insulated files give 24-hour-a-day point-of-use fire protection to valuable business records. They carry Underwriters' Laboratories and SMNA labels.

SECOND: Hercules insulated files offer an extremely wide choice of key and combination locking arrangements on one or all drawers. Important papers can be kept safe from pilferage and prying eyes. Be sure to explain the advantages of Hercules Multi-Lox features to your customers.

2, 3 and 4-drawer legal and letter models. Write for a folder giving fullest information.

MEILINK SINCE 1899 **STEEL SAFE COMPANY**
TOLEDO 6, OHIO

A, B and C LABEL SAFES, HOME VAULTS, INSULATED FILES, BUSINESS MACHINE AND TYPEWRITER STANDS

Dutch Treat!

You're in money when you concentrate your eraser business on the Weldon Roberts line. Why? Because—

1. Weldon Roberts are eraser specialists. The result is quality, uniformity, dependability.
2. Weldon Roberts advertises nationally for *you*, constantly building recognition and demand by *your* customers.
3. Weldon Roberts merchandise, service, advertising, guard your profits with volume sales of the erasers that are known to "Correct Mistakes In Any Language."

WELDON ROBERTS RUBBER CO.
365 Sixth Avenue, Newark 7, N. J.
World's Foremost Eraser Specialists

Graypoint Eraser

Quality gray rubber core in wood pencil casing. Sharpens easily with a knife or pencil sharpener. No. 365 plain end; No. 3650 with special plastic WHISK brush cap. For erasing typewriting, carbon copies, pencil writing.

Weldon Roberts Erasers
Correct Mistakes in Any Language

Mosler Launches "Dream Vacation" Contest for Nation's Secretaries

More than 800 Mosler Safe Company dealers are now preparing to participate in one of the biggest and most unusual sales promotion events ever undertaken by the safe industry, it is announced by Edwin H. Mosler Jr., president.

The promotion, a "Dream Vacation" contest for secretaries, will be kicked off in the February 21 issue of *Life* in a two-page full-color advertisement. An entire page will be devoted to the names and addresses of Mosler dealers who are participating in the contest.

According to President Mosler, the promotion is designed as an educational program to acquaint office personnel and management with the pitfalls of storing valuable records in obsolete safes.

"In addition," says Mosler, "we expect the contest to help our dealers get 1955 safe sales off to a flying start."

First prize is a two-week all-expense paid TWA Skyliner tour of Europe for the winning secretary and a relative or friend. The "Dream Vacation" includes a five-day stay in Paris.

To make the occasion really festive, Mosler is providing an additional $1000 for the winner's unrestricted use.

Second prize is a Helbros diamond watch valued at $1000. A total of 516 prizes valued at $10,000 will be awarded.

Entry blanks must be obtained from Mosler dealers making them a key factor in the promotion. It is expected that participating dealers will enjoy greatly increased store traffic during the contest.

The entry blank asks secretaries and other office personnel to complete this statement in 25 words or less: "It would be dangerous for my boss to trust an old safe because . . ."

Tips on the basic purposes of fire-resistive record safes are printed on the entry blanks. The type of safe now in use must be noted on the entry form.

Mosler will provide its dealers with a variety of promotional tools to help them merchandise the contest at the local level. Each dealer will receive a color display for use inside the store, a window display, window streamers, newspaper ad mats and a press kit showing how to cash in on the contest in his community.

All participating dealers will run local tie-in promotions and many are planning to award special prizes to local entries.

"While our dealers are expected to benefit from the contest," Mr. Mosler said, "we feel that we are also aiding the business community by creating an awareness of the importance of protecting vital business records."

Entries, which must be postmarked no later than midnight April 17, will be judged by the Reuben H. Donnelly Corporation.

Eisenstock Heads Holyoke Auction Company

James Eisenstock has purchased half ownership of the Holyoke Auction Company, Holyoke, Mass., and has been elected president of the company. The previous owners of the company had been Thomas Epstein and David Slotnick, Mr. Epstein having sold his interests to Mr. Slotnick within the past two years. Mr. Slotnick is treasurer of the firm and has been associated with it for 10 years.

Mr. Eisenstock was previously connected with McCallum's Department store of Northampton, Mass., and as general manager of the Connecticut Valley Container Company.

The Holyoke Auction Company deals in office equipment, both new and used, and has recently enlarged its scope of operations to include schools and institutions. The company was founded more than 25 years ago and in the past few years has discontinued its auctioneering activities.

Old Town EYE-OPENER

A 6-WAY PROFIT DEAL FOR SELECTED DEALERS

If you have a shrewd eye for opportunity, an OLD TOWN Dealership is exactly what you've been looking for. You profit in six ways, because you get

- Fully protected territory
- A complete line
- Bigger mark-up
- World-famous standard of quality
- A sure formula for repeat business
- Personal sales support direct from headquarters

This eye-opening profit deal can be yours—just sign the coupon below and get all the facts. You'll see why so many aggressive, wide-awake dealers are now featuring OLD TOWN Products—and making more money than ever before!

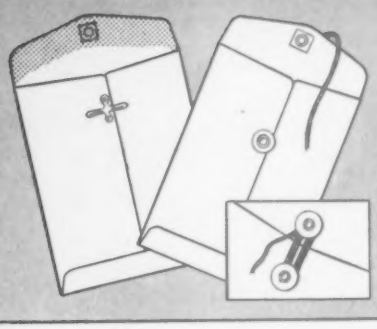
World's Foremost Maker Of Carbons, Ribbons, Duplicators and Supplies

OLD TOWN CORPORATION, DEPT. OA-2
345 MADISON AVE., NEW YORK 17, N. Y.

Gentlemen:
Send me full particulars on the new OLD TOWN Dealership Plan. I am interested in

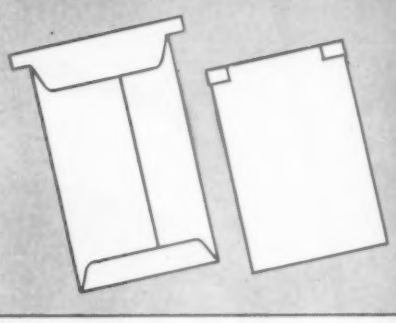
☐ DUPLICATING MACHINES ☐ CARBON PAPERS
☐ DUPLICATOR SUPPLIES ☐ INKED RIBBONS

Company Name_____
Your Name_____
Address_____
City_____ Zone____ State_____



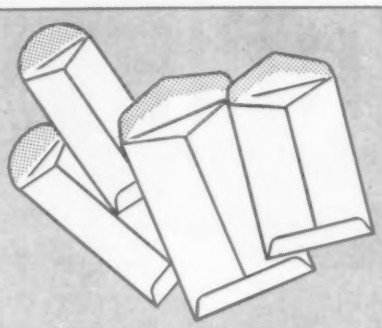
METAL FOLD →

Gives extra protection for mailings with covered metal strip at top that clamps around edges . . . Open end style, heavily gummed seams. Comes in six different sizes . . . 250 to a box.



↑ CHAMPION CLASP

Extra wide, heavily gummed seams give greater protection to contents . . . available in 24 sizes, Parkraft or Cameo stock. String and button fasteners also available.

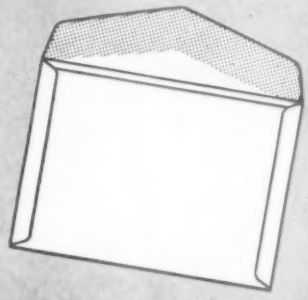


← COIN, POLICY, and CATALOG

Exceptionally wide range of sizes in either Cameo or Parkraft stock with heavy gummed flaps and wide seams that give added protection to valuable contents.

← 2 COMPARTMENT and FLAT MAILER →

Heavy durable stock with extra wide seams. 2-compartment has cellophane windowed first class envelope attached . . . available in 4 sizes . . . Flat mailer available in 9 sizes.



FOR A BETTER • • • 1955

Make it a better year for your customers and it will be a better year for you. You can guarantee their satisfaction and repeat business with Quality Park Products . . . over 400 styles, sizes, stocks and weights of envelopes for EVERY purpose. Here are a few suggestions . . . you'll find the complete story in your Quality Park catalog.

★ *SOLD THROUGH DEALERS ONLY*

Stock up with

QUALITY PARK ENVELOPE CO.

Quality Park *Products*

General Office and Factory, Quality Park, St. Paul 4, Minnesota
Chicago Office and Warehouse, 564 W. Monroe St., Chicago 6, Illinois

Garden Club Honors Safe Company For Neat Appearance of Grounds

In Syracuse . . . Exterior, furniture display of J. Hillsberg Safe Co.

The J. Hillsberg Safe Company of Syracuse, N. Y., a long-time supplier of office equipment to the many offices of Greater Syracuse, was recently commended by the Garden Club of Syracuse for neat appearance of the grounds surrounding the new establishment.

Now located in a fine, new showroom, the Hillsberg Company has attracted even greater attention than before, due to wide, high windows fronting the 60 feet of frontage. These windows accentuate the neatness of the building.

Erie Blvd., one of the main thorofares of New York State, curves directly before the smart-looking company, whose windows boast an eye-catching display of the latest in office equipment.

The interior of the company has displays of every conceivable type of office equipment in matching color schemes. Drapes figured in modern designs and futuristic lamps help conjure a picture of what your office could look like.

Chief pride of the Hillsberg company is the "executive desk" arrangement, which includes an expansive, beautifully-utilitarian metal desk and padded chair, and an American panorama as the wall scene behind it. Scenes include the White House, Empire State building, a Chinatown street and many others.

Portable office partitions in matching colors are also a Hillsberg special, along with the unique safe-file. A chair shelf against the wall of the showroom sets off a line of different style chairs for office use, in steel, wood, mahogany or bleached lime.

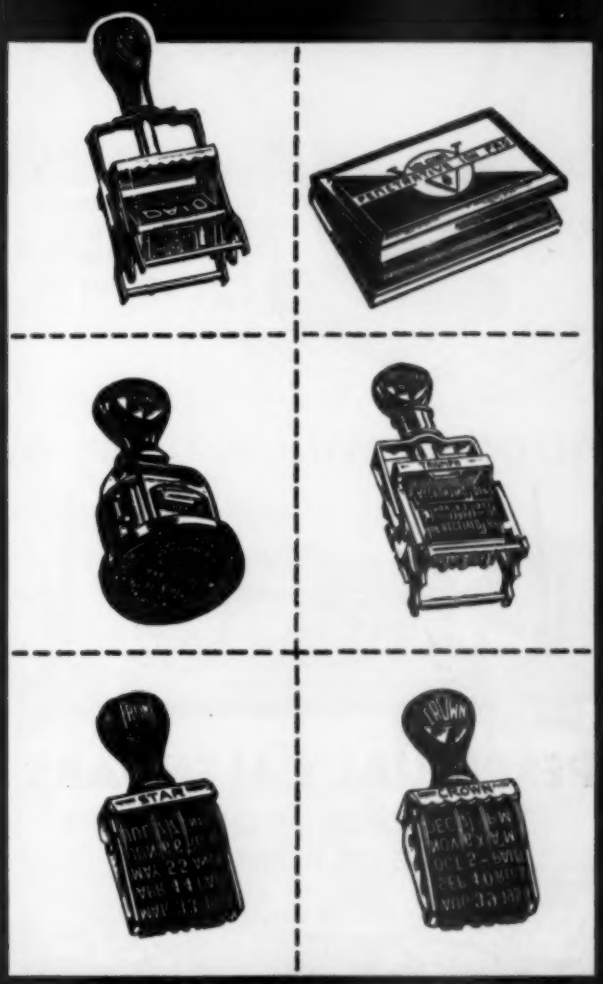
Unique about the Hillsberg showrooms is that it, like the furniture displayed, has been carefully planned out for the full utility of the customers as well as the office staff.

Dating Stamps

Sold around the world!

THE CROWN LINE has been acclaimed by the trade, for its EXTRA QUALITY, as the FINEST MARKING DEVICES EVER MADE . . . CROWN products are made and designed to stand up under constant use without fear of breakdown.

For that Extra Quality . . . Economy . . . Efficiency . . . Faster Delivery . . . insist on the best line . . . "THE CROWN LINE!"



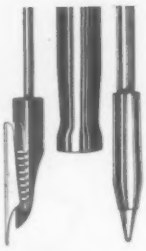
R. A. STEWART AND CO., INC.

80 Duane Street • New York 7, New York

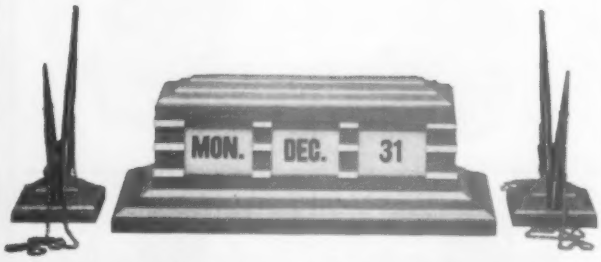
Changepoint

BLACK BEAUTIES

with 1– 2– 3 or 4 PENS →



CONVERTIBLE To FOUNTAIN PEN OR BALL PEN



PERPETUAL CALENDARS

IN BRONZE OR CHROME
SINGLE OR DOUBLE FACE

Write for Literature

Changepoint, Inc.

TELEPHONE 3-7965 844 SOUTH ROCKFORD

TULSA, OKLAHOMA

Farnham's Fetes 60th Year With Office Equipment Show

For the first time in the Upper Midwest area, an extensive office furniture and equipment show was staged by Farnham Stationery & School Supply Company, held on January 20-21 and commemorating the 60th anniversary of the Minneapolis, Minn., firm. According to Robert E. Morrissey, president of Farnham's, the show served a dual purpose, commemorating an important anniversary and at the same time announcing the inauguration of expanded Farnham service to Upper Midwest business. The show will be an annual affair in coming years.

For the past six months plans were formulated and carried out to make the show outstanding in every respect. Farnham's office furniture display floors, the largest and most complete in the Upper Midwest area, have been remodeled and redecorated. Remodeling includes the setting up of many complete office units which will show various types of office furniture, carpeting, decorating and planning for efficiency of operation.

Efficiency Stressed

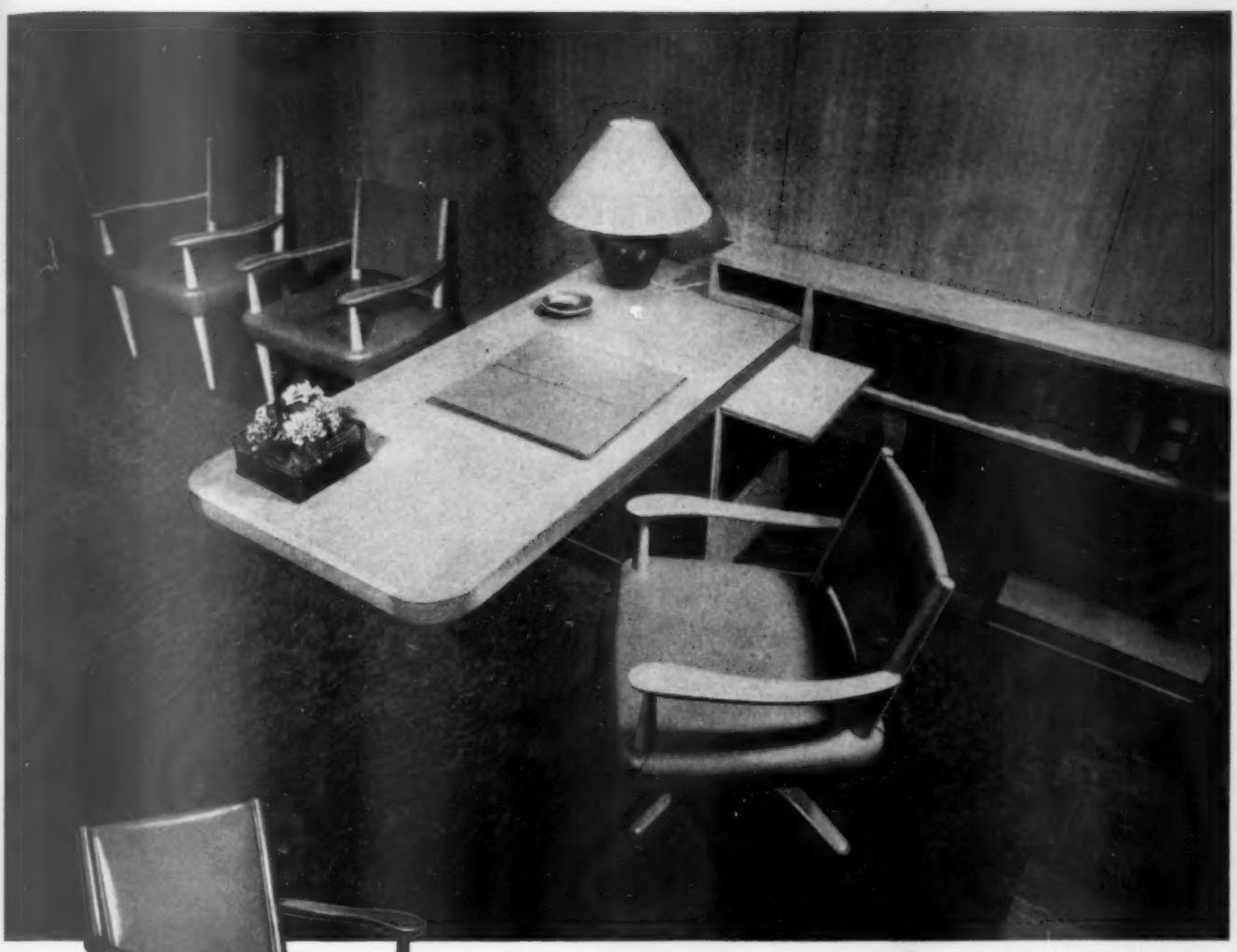
Bill Mears, assistant to the president of Farnham's, points out that the function of the modern office furniture store goes far beyond the selling of furniture in this modern business world. "Today," says Mr. Mears, "efficiency in business is vitally important. Furniture and equipment should not only be functional, but the entire planning of work space from the executive offices down, should recognize tested and proved theories that color, lighting, fabrics and everything else that goes into the equipping and decorating of an office has a definite bearing on office efficiency. The wrong type of desks, chairs, or other equipment can slow up work. The wrong colors or decorating schemes can increase errors and cause fatigue.

"Under Farnham's new program, we will not only supply the proper type of office furniture and equipment, but we will act as consultants as well for color, types of carpets and draperies, and suggest a co-ordinated plan to achieve the greatest efficiency and working comfort for small offices or large."

The new program referred to by Mr. Mears is Farnham's new, exclusive Four-Way service designed to meet the individual requirements for any office for (1) correct planning to step up space saving and step up work-flow efficiency; (2) modernization, which may be done a little at a time or all at once; (3) furnishing and decorating, from general work space to executive suites; and (4) equipment and accessories from paperweights to safes.

Confidence in Mid-West

Commenting on the office furniture and equipment show, Mr. Morrissey, president of Farnham's, said, "Aside from being a very complete and extensive show that is the first of its kind in this area, I believe this Farnham show has great importance from another angle. For 60 years, Farnham's has had confidence in the future of the Upper Midwest, has looked ahead and planned ahead and made every effort to anticipate the needs and requirements of business for furniture and equipment. This office furniture and equipment show re-emphasizes our faith in this part of the country and with our broadened service which the show inaugurates, we are in better position than ever to serve Upper Midwest businessmen regardless of their needs, regardless of the size of their business. More than ever before, we can point to the slogan which was the theme of one of our catalogs a few years ago . . . 'Our Business Helps Your Business.' That's Farnham's."



410½ UL
Executive
Swivel Armchair

tailored for
contemporary interiors

Milwaukee's "FLOW-LINE" GROUP

The growing trend toward custom-designed modern office interiors and contemporary furniture builds exceptional business volume and profits for the dealer displaying and stocking this superb chair group. For here is the elegance of contemporary design, the master craftsmanship, the lifetime comfort that appeals to American businessmen with a modern outlook.

For this important, expanding market, specify MILWAUKEE'S "FLOW-LINE"—and you'll SELL . . .

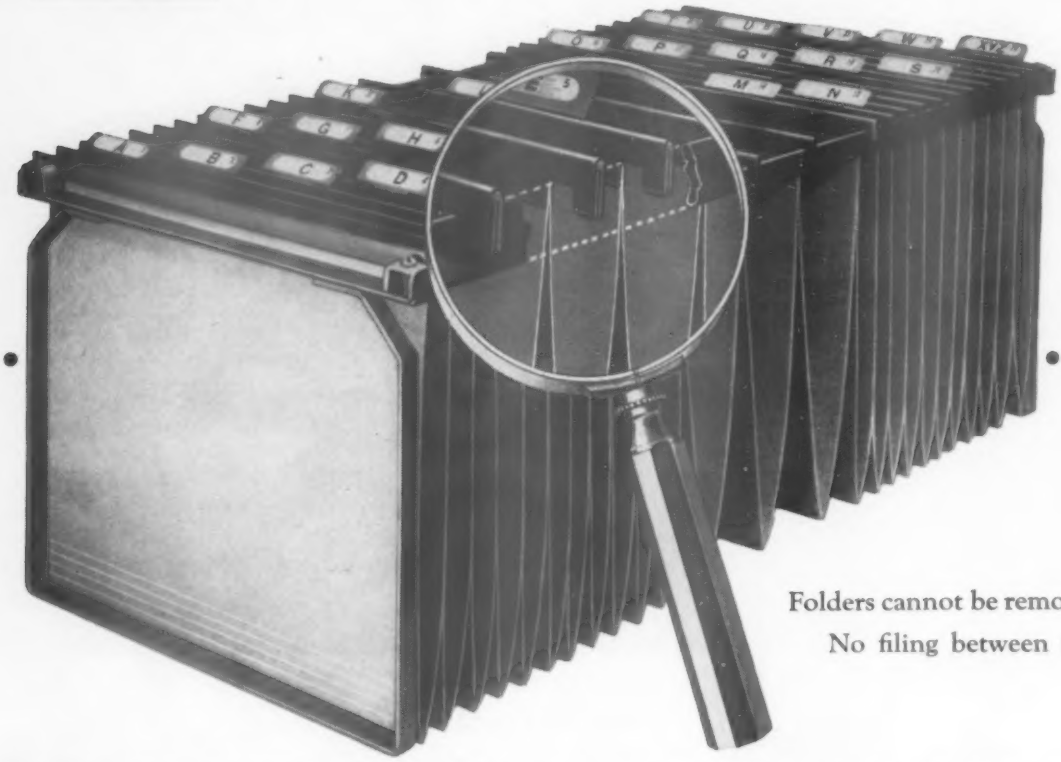
410 UL
Matching
Side Armchair

makers of the finest chairs for over half a century

MILWAUKEE CHAIR COMPANY
Milwaukee 45, Wisconsin

Less chance of mis-filing with

Weis LET'ER HANG



Folders cannot be removed . .

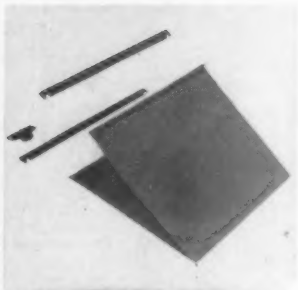
No filing between folders!

Actually, it is not the filing of records in an alien folder that creates such a demand for more efficient filing systems but the surprising amount of times when records are filed between the folders. Filing in the wrong folder is generally derived from the human factor, but Let'er Hang, because it is a simplified hanging folder system, will even minimize wrong folder filing. The Weis Let'er Hang Accordion Assembly, because each folder is an integral part of the entire assembly, prohibits any filing of records between folders.

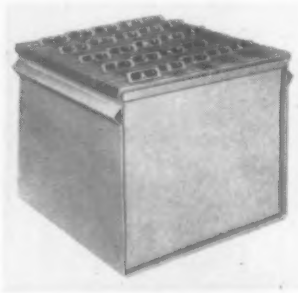
Not only is it impossible to file between the folders but it is impossible to remove any one folder from the file. Regardless of what type filing system is used, only the contents, and not the entire folder should be removed. The Let'er Hang Accordion Assembly assures you that only the contents will be removed thereby leaving the file intact.

Realizing the initial cost of hanging folders is more than that of the conventional type, Weis designed the Let'er Hang so that only one part of the Assembly can wear out, the gray-green leatherette Folder. The Rails and slanted Tabs are steel, finished in gray baked enamel.

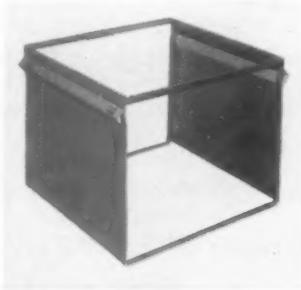
Once you have used the Let'er Hang Accordion Assembly you will be convinced it is the only truly efficient suspended type filing system.



All-steel, gray baked enamel Rails and slanted Tab with only the gray-green leatherette folder to wear out.



To fit any standard desk drawer, a complete A-Z Index with gray finished, 11" capacity steel frame.



Desk drawer Frame has skirted sides to accommodate any type hanging folders. Finished in gray baked enamel.

File cabinet Frame adaptable to 24", 21", 18" or 15" with no cutting required. Full size twenty-seven inches.

THE WEIS MANUFACTURING COMPANY • MONROE, MICHIGAN

New Warehouse . . . of Corry-Jamestown in Oakland, Calif.

Corry-Jamestown Establishes New Steel Age Warehouse in Oakland, Calif.

Walter Ross

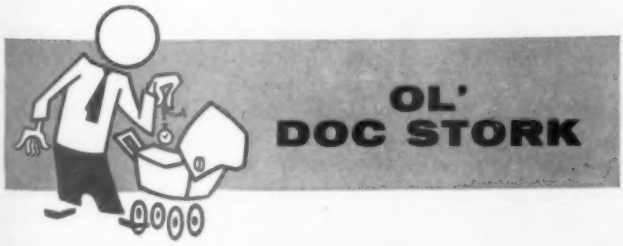
The establishment of a new Steel Age warehouse in Oakland, Calif., by the Corry-Jamestown Manufacturing Corporation, has been announced by Walter Ross, district manager of that territory. Mr. Ross said that the warehouse was established to provide better service than ever for office furniture dealers in the territory.

The modern, fireproof building occupies three floors and provides more than 30,000 square feet of warehouse space. It is conveniently located at the corner of Railroad Ave. and 23rd Ave. in Oakland, only 200 feet from the Oakland-to-San Francisco Freeway. Complete railroad siding and truck delivery docks are available for easy receiving and shipment.

Underwood Gets Army Contract

Underwood Corporation has been awarded a contract to install an Elecom 125 electronic computer at Mallory Air Force Depot, Memphis, Tenn. It signals the first installation of the Air Material Command of an electronic data processing machine. Delivery is scheduled for next March.

Elecom 125 will be used initially for inventory control of supplies stocked at Mallory. The Air Force thus hopes to streamline logistic procedures, reduce pipeline times and inventories, and provide quick, accurate management and budget data. Accomplishment of these objectives will result in "tremendous dollar savings," the Air Force said.



Robert C. Carrithers, president of Mayfair Company, Chicago manufacturers, has announced the birth of a son, Robert C., at Wesley Memorial hospital in Chicago on December 4. Seven and one-half pounds worth of congratulations to his proud parents.

Now! TWO SALES TWO PROFITS!

...when you stock them both and sell them both

1

New McCASKEY-VICTOR CASH REGISTER

offers compact department key arrangement for added control benefits

Easy to demonstrate how new-design keyboard saves hours of work and time. More compact, easier, faster, designed for today's needs. Four designating letter keys, meets sales and excise tax needs, charge, received on account, paid out amounts, and more. High efficiency adding machine as well.

Models from $169.50

2

Famous VICTOR CHAMPION ADDING MACHINE

High quality at a low price

Fast-selling, profitable machines with six easy-to-prove advantages. Easy to use, easy to carry. Modern design, low price, quiet. *Choice of ten key (Model 7-6-0) or full keyboard (Model 6-6-0) models.* All this plus famous Victor quality and steady national advertising. **10-key model 7-6-0, $109.50** plus tax

Write for full information on the complete Victor line of business machines...

VICTOR ADDING MACHINE CO., Chicago 18, Illinois

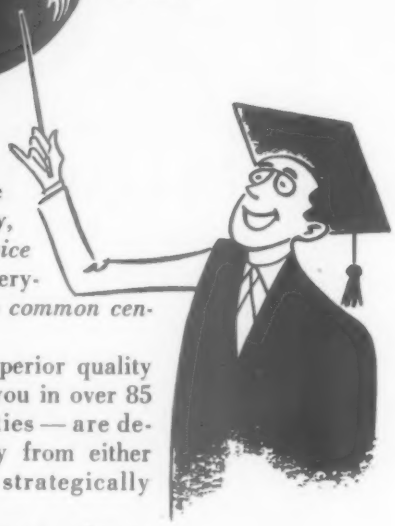
In Canada: McCaskey Systems, Ltd., Galt, Ontario

Manufacturers of Business Machines, Cash Registers, Business and Industrial Systems, Electronic Equipment, Electri-Cars

Envelope dealers can depend on . . .

JUSTRITE'S Triskelion*

*(tris-kel' i-on) . . . a symbolic figure consisting of three legs, arms or branches radiating from a common center.



Justrite's "three arms" of *quality, variety* and *service* reach dealers everywhere from *two common centers!*

Envelopes of superior quality — available to you in over 85 standard varieties — are delivered promptly from either of Justrite's *two* strategically located plants.

Special attention is *always* given to close-deadline orders.

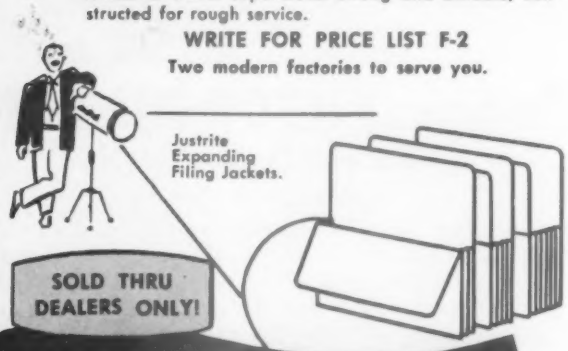
The next time you order envelopes — remember the Justrite *Triskelion!* You'll soon discover why **Justrite** has been voted the *most popular envelope line* by dealers everywhere.

JUSTRITE SPOTLITE

Expanding Filing Jackets — available in either five piece or one piece styles. Large capacities with 2-inch to 4-inch expansions. Strong and durable, constructed for rough service.

WRITE FOR PRICE LIST F-2

Two modern factories to serve you.



SOLD THRU DEALERS ONLY!

NORTHERN STATES ENVELOPE CO.
300 E. 4th STREET, ST. PAUL, MINNESOTA

JUSTRITE ENVELOPE MFG. CO.
523 STEWART AVENUE S.W., ATLANTA, GEORGIA

GUEST BOOK

Dave C. Neuhaus, manufacturers' representative and Eighth District photographer, visited briefly at OA's headquarters on December 14. He had come to Chicago to call on Stein Brothers Manufacturing Company, one of the several concerns he represents. Others are Invincible Metal Furniture Company and McDonald Products Corporation. Dave is active in all Eighth District affairs and well known throughout the area.

Warren Horness of Browne-Morse Company made his first visit to the offices of this journal December 16. He told something of his company's plans for enlarging its dealer organization plus special activities through the branch maintained in Chicago. Leaving OFFICE APPLIANCES at noon, he had three more calls to make and an automobile ride back to Muskegon, Mich., truly a full day's activities.

Cal Long, well known manufacurers' representative in the Fifth District, paid us a visit by phone on December 29. He was about to return to Cincinnati after spending the day with Stein Brothers Mfg. Co., whom he represents. Mr. Long is enthusiastic about the modern offices he has recently installed in his residence where he can show to good advantage the other lines he handles: Cramer Posture Chair Company, Thomas Furniture Company and Anderson-Hickey Manufacturing Company.

Henry J. Huette of Minneapolis, Autopoint representative for all of Minnesota, was the first out-of-town visitor at our offices in the new year. Henry has seen history made in the commercial stationery field during his 51 years in the business and has helped to make it. He started with A. C. McClurg & Company, sold for W. A. Sheaffer Pen Company in that concern's early years, later for Waterman, but has had most of his experience with Autopoint. For many years he has been a member of the Northwest Travelers Club. He had come to Chicago to attend the funeral of his father-in-law.

Gross Named Friden Vice-President

Dunstan S. Gross, factory manager for the Friden Calculating Machine Company, Inc., has been named a vice president. Mr. Gross was elevated to his new position at the final meeting of the board of directors for 1954. He will be in charge of research and engineering, as announced in the January issue of OFFICE APPLIANCES.

Mr. Gross has been part of the calculating machine industry for almost his entire life, as was his father before him, the late Dr. Charles F. Gross. His varied experience includes work in sales covering the northern California territory; in sales promotion, and on the administrative, engineering and mechanical sides of the business.

When he first joined Friden in 1940, Mr. Gross was assigned to the assembly department where he was able to obtain an understanding of the mechanics of the machine. Later he became a member of the sales department under John M. Lund, now chairman of the Friden executive committee. Inasmuch as earlier work had gained attention for his production skills he was called from sales during World War II to direct work on defense contracts held by the company.

World's Finest Duplicators

AT THE WORLD'S LOWEST PRICES

Introducing

SPEED-O-PRINT'S

LIBERATOR MODEL 300 ELECTRIC

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MEYERCORD *Nameplate* DECALS Help You DESIGN Your Product

Here's a way to shave production costs all up and down the line . . . starting in the blueprint stage . . . a complete and continuous service to you and everyone in your organization concerned with product development and merchandising.

Meyercord Nameplate Decals identify your product and instruct consumers in its use. We produce Meyercord Nameplate Decals for *any* commercial surface . . . for *any* temperature condition . . . for *any* wear tolerance . . . for *any* production run, short or long. And we take over the design problem.

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FREE! "MARK-IT" MANUAL OF DECAL NAMEPLATES

Send today, on your company letterhead, for this valuable full-color guide to every industrial problem in marking, identification, instruction, and information. Gives you hundreds of new ideas for the application of decals to your products.

THE MEYERCORD CO.
World's Largest Decalcomania Manufacturers
DEPT. D-306, 5323 WEST LAKE STREET • CHICAGO 44, ILLINOIS

8th District Foundation Makes Progress

The Eighth District NSOEA Foundation funds are steadily growing, reports Ray Baldwin, executive secretary and governor of that region of the National Stationery & Office Equipment Association.

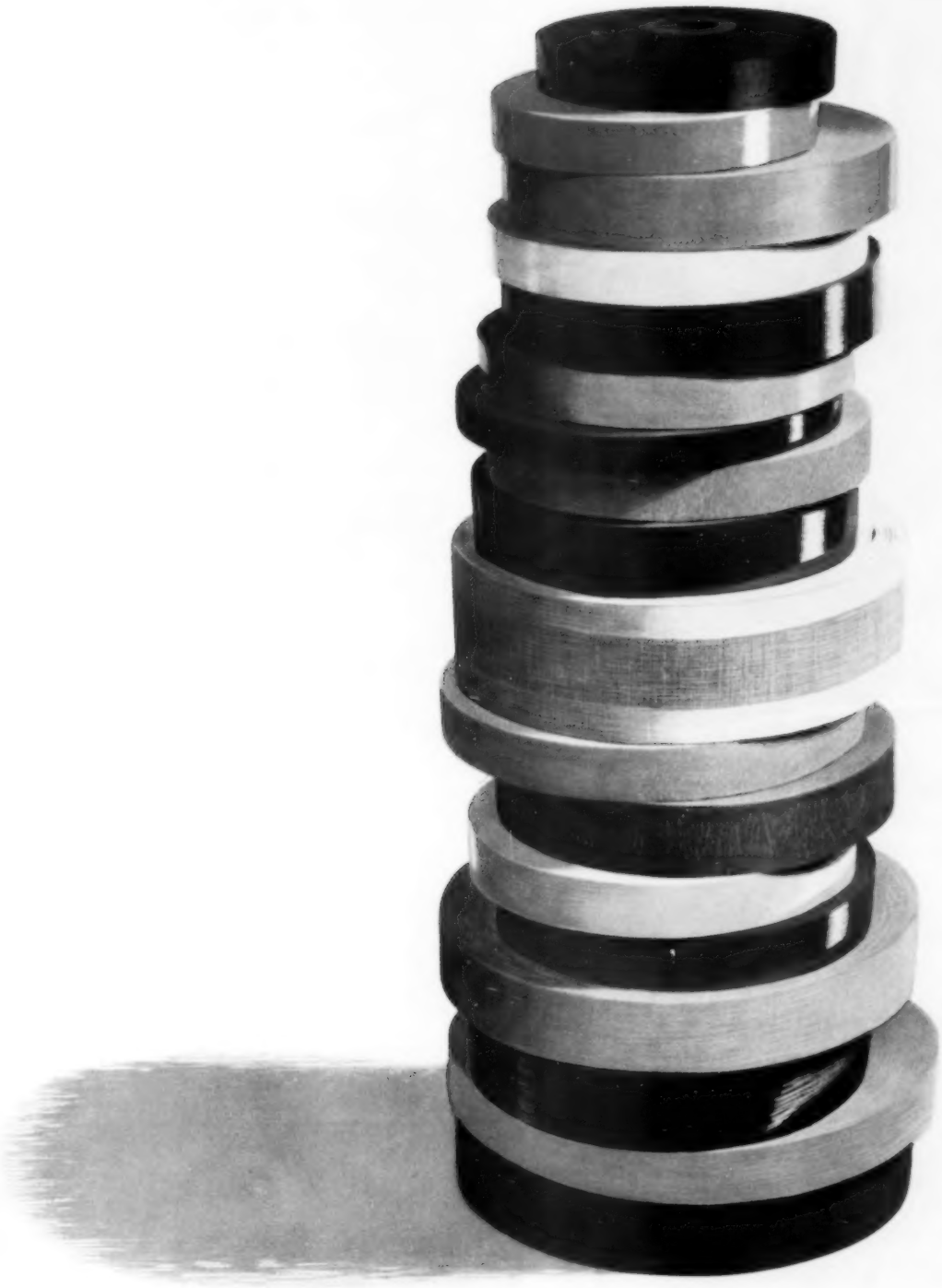
Purpose of the foundation is set forth as "to establish and maintain a fund through solicitations, contributions and

memorial donations for the making of grants and loans and the issuance of scholarships to meritorious and needy students, and for the payment of moneys to needy families stricken with illness, death or kindred disaster."

John Brain is general chairman of the board of control of the foundation, Ray Baldwin executive secretary and C. J. Cooper publicity chairman. Dave C. Neuhaus, Tom Seward, Ed Shelpman, Vaughn T. Williams, William Pickering and Fred Pfaff are members of the board of control.

A number of memorial gifts in memory of the late Bob Valleau are reported.

Adding Machine Bests Abacus . . . *Marking what is claimed to be the first time a modern calculating machine has defeated the ancient abacus in public competition, a new Clary 10-key electric adding machine was the victor during a nationally telecast speed test from Hollywood. Photo shows Grace Joyner (right), the winner, employed by the Clary Multiplier Corp. in San Gabriel, Calif.; her opponent, Lily Nakamura, Nisei secretary in the Bank of Tokyo of California in Los Angeles, with the soroban, or Japanese abacus, and Art Baker, "You Asked for It" TV program.*



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SELF-STICKING

PERMACEL® TAPES

In our complete line, there's a self-sticking tape for every job . . . write Permacel Tape Corporation, New Brunswick, N. J.

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about Codo—

CARBON PAPERS and RIBBONS

is not simply that they are produced of the finest raw materials in the world . . . materials that are selected with great care for quality . . .

. . . the important thing is that Codo Dealers receive the benefit of all these advantages:

- ✔ BEST MATERIALS
- ✔ QUALITY CONTROL
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- ✔ SELLING AIDS
- ✔ CARBON GRIPPER
- ✔ BUYER'S GUIDE

And that spells PROFITABLE Carbon, Ribbon, and Hectograph Supply business.

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Codo— MANUFACTURING CORP.
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40 E. 40th St. New York 16, N. Y. • 401 Wood St. Pittsburgh 22, Pa. • 564 W. Monroe St. Chicago 6, Ill.

Riedell Retires as Weldon Roberts Salesman

After 42 years as sales representative for Weldon Roberts Rubber Company, John A. Riedell has retired to take up residence in his recently acquired home at 877—41st Avenue North in St. Petersburg, Fla.

Mr. Riedell joined the Weldon Roberts Rubber Company in 1912 and at that time was the firm's sole sales representative and traveled the entire country. More recently

Retirement Day . . . Garrett Roberts (left) with Mr. & Mrs. John A. Riedell, who are surrounded with gifts presented them on their retirement.

he has represented the company in Canada from Hamilton to Quebec and in the New York Metropolitan area.

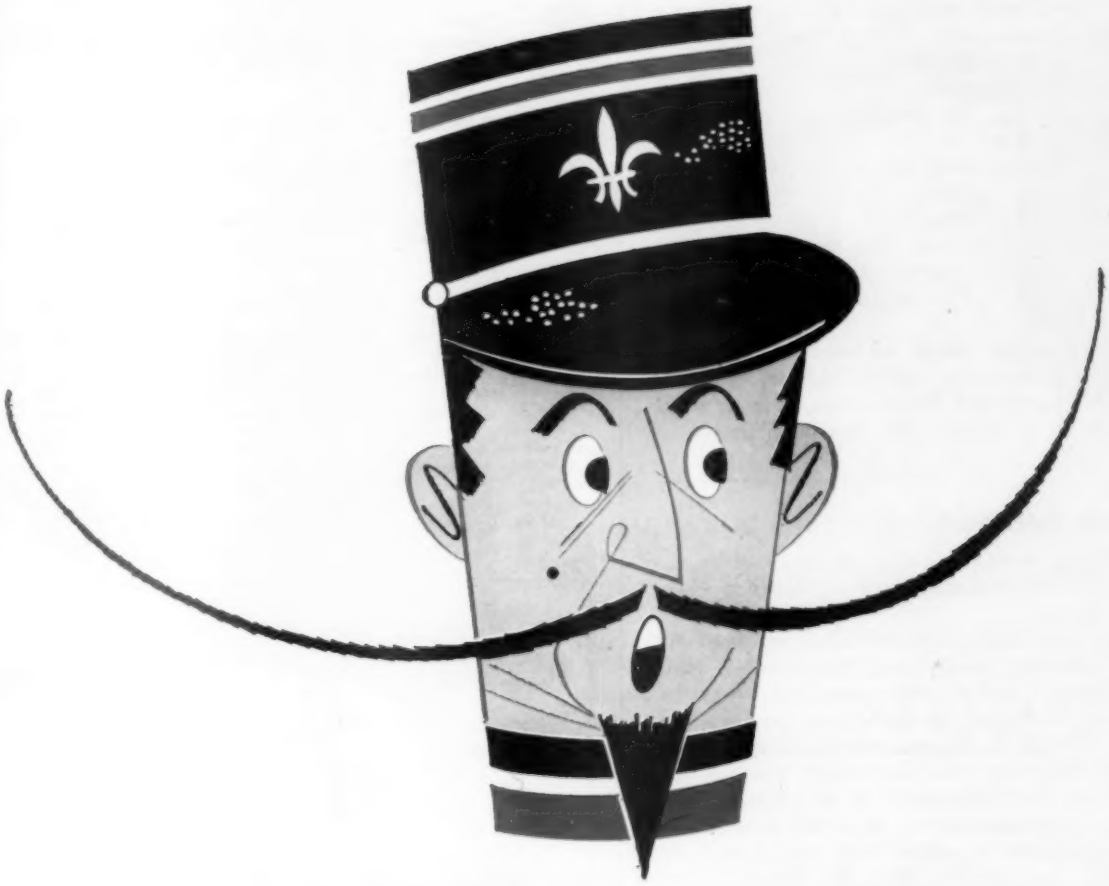
His customers knew Mr. Riedell's energy. He once made 30 calls in one day in Boston and took 23 orders. One of his favorite stories is that when he put 23 orders on the desk of Weldon Roberts he was greeted by the query, "Is that all you got?"

At a small farewell dinner with his friends, he was presented with a Land Polaroid camera with all the necessary equipment to permit him to photograph those who may visit him in St. Petersburg.

From his friends in the office he received an electric rotisserie which he and Mrs. Riedell can use to advantage in the new home.

Albert G. Miller, well known to the trade in Metropolitan New York, is replacing him there and will also cover Philadelphia.

Survive $3 Million Fire—The Mosler Safe Company insulated cabinet and fire-resistant safe displayed here rode out a terrific $3 million blaze which destroyed three blocks in the Winnipeg, Canada, business district. Two law firms told Mosler that the cabinet and safe contained cash and irreplaceable papers that emerged from the conflagration in perfect condition.



TERRIFIQUE!

She's got a French accent!

She's got Yankee daring!

She's got everything!

She's the greatest *promotion idea* ever hatched to sell Mosler Record Safes.

And she's due to break *this month* with a full color spread in LIFE!

Are you ready to *cash in* on this "terrifique" new Mosler promotion? Better clear the decks and get set for it, now. The dealer who's best prepared is the dealer who profits *most!*

IF IT'S MOSLER . . . IT'S SAFE

The Mosler Safe Company Since 1848

World's Largest Builders of Safes and Bank Vaults

GF Announces New Personnel Changes

The General Fireproofing Company has announced the following personnel changes taking effect late in 1954:

C. W. Straubel, for 22 years manager of GF's filing equipment division, is now manager of the San Francisco branch office where he succeeds Eddie Dungan, retired.

L. H. Jones has succeeded Mr. Straubel as manager of the filing equipment sales. He has had several years of experience in this division.

Thomas H. Rymer has been named district manager for the states of Arizona, California, Nevada, New Mexico and Utah, locating in La Mesa, Calif. He joined GF's organization shortly after his release from the Army in 1947.

G. Nino Cavalli has been named district manager for the states of Idaho, Montana, Oregon and Washington. He resides in Seattle, Wash.

Dexter P. LeRoy is the newest addition to GF's staff of district managers in a territory which includes the states of Delaware, New Jersey and Pennsylvania. He succeeds M. V. Alders and W. A. Santor and lives in Wilmington, Dela.

Reuben Increases Sales Staff

Seven new salesmen have been added to the staff by the Reuben Company, Chicago manufacturers of hand luggage. The newcomers are:

George Niblett, with headquarters in Denver, who will cover Montana, Wyoming, Idaho, Utah, Colorado and New Mexico; Joseph Ryan, Chicago, who takes over Ohio, Indiana, Illinois and Michigan; Al Lieberman, Minneapolis, who will handle Wisconsin, Minnesota, North and South Dakota; Richard Vaughan, who will cover Oregon and Washington; Harold Baff and Lloyd A. Couch, who will share portions of California and C. Stuart Goll who will represent the company in the East with headquarters at Meadowbrook, Pa.

It also was announced that Norman Reuben now is acting sales manager.

Sheaffer Enjoins Perth Amboy Retailer

The W. A. Sheaffer Pen Company has obtained permanent injunction from the Superior Court of New Jersey forbidding J. & M. Spiegal Corporation, 217 Smith St., Perth Amboy, to sell or advertise any Sheaffer merchandise at prices below those fixed in fair trade contracts with Sheaffer dealers.

The court action was part of the pen company's nationwide drive to prevent illegal price cutting of its merchandise, according to Sheaffer merchandise manager Jack Asthalter.

In the past 11 months Sheaffer's has cut off 424 retail outlets discovered price cutting, obtained 33 injunctions against retailers known to be price cutting and obtained fair trade agreements from 160 retailers otherwise faced with legal action.

Marchant Announces Personnel Promotions

Several changes in personnel have been announced by Edgar B. Jessup, president of Marchant Calculators, Inc. Donald Lee Dillon has been promoted from sales representative to agency manager at the Topeka, Kan., district office located at 1403 Lane St.

Richard W. Jahn moves up from salesman to management of the Duluth, Minn., branch with offices at 2832 W. Superior St.

David D. Study steps up to the position of agency manager of the Roanoke, Va., district office at 3145 Williamson Road, N. W., Roanoke.

Patents

(Copies of patents can be obtained from the Commissioner of Patents, Washington, D. C., for 25 cents each. Stamps and personal checks are not accepted.)

Granted December 7, 1954

2,696,286. Apparatus for Justifying Typewritten Material. Pierre Leglise, Paris, France. **Illustration.**

2,696,393. Payroll Poster Board and Binder. Russell Charles Fitzgerald Kalamazoo, Mich., assignor, by mesne assignments, to The Shaw-Walker Co., Muskegon, Mich.

2,696,528. Accessory for Use With Telephones. Sanford C. Chesick, Hartford, Conn. **Illustration.**

Granted December 14, 1954

2,696,671. Recording Mechanism. Albert W. Metzner, Dayton, Ohio, assignor to The Standard Register Co., Dayton, Ohio.

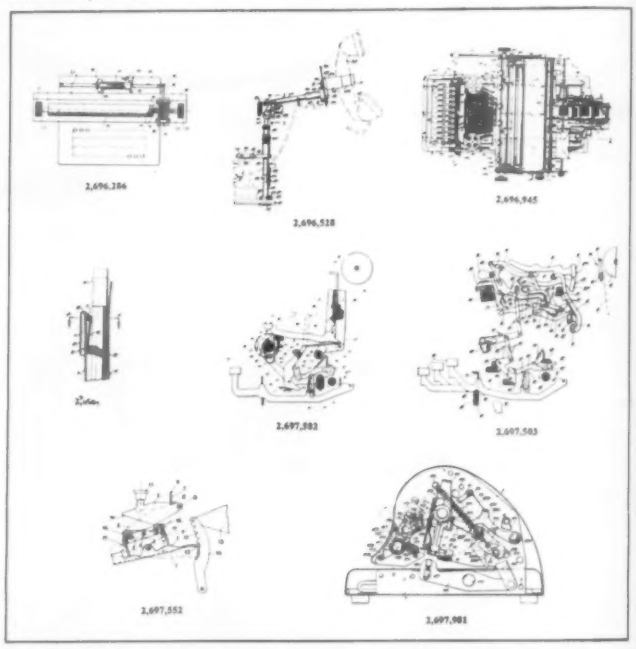
2,696,688. Record Media Feeding Apparatus. Angus G. Helgeson, Birmingham, Mich., assignor to The National Cash Register Co., Dayton, Ohio.

2,696,782. Dampener for Printing Hammers. James E. Johnson, Dayton, Ohio, assignor to The National Cash Register Co., Dayton, Ohio.

2,696,783. Planographic Plate and Method of Making the Same. Douglas A. Newman, Sea Cliff, and Allan T. Schlotzhauer, Locust Valley, N. Y., assignors to Columbia Ribbon & Carbon Mfg. Co., Inc., Glen Cove, N. Y.

2,696,784. Machine for Marking Strips of Gummed Labels and the Like. Frederick C. Geiler, Dayton, Ohio, assignor to The Monarch Marking System Co., Dayton, Ohio.

2,696,885. Apparatus for Punching Cards for Filing Systems. Milton Effros, Great Neck, N. Y., assignor to Superior Business Machines, Inc., New York, N. Y.



2,696,919. Means for the Sorting and Classification of Documents or Articles. Robert Gourdon, Paris, France, assignor to Centre d'Etudes M. B. A. (Mecanique, Balistique, Armement), Paris, France.

2,696,944. Totalizer Aligner Means. Mayo A. Goodbar, Everett H. Placke, and Carl G. Falkner, Dayton, Ohio, assignors to The National Cash Register Co., Dayton, Ohio.

2,696,945. Combined Typewriter and Accounting Machine. Charles A. Parker and Clifton K. Rainey, Knoxville, Tenn., assignors, by mesne assignments, to Burroughs Corp. **Illustration.**

2,696,982. Strip Feeding Apparatus. Albert W. Metzner, Dayton, Ohio, assignor to The Standard Register Co., Dayton, Ohio.

2,696,991. Marking Tag Strip. Frederic L. Rieger, Dayton, Ohio, assignor to The Monarch Marking System Co., Dayton, Ohio.

2,696,992. Sketching and Writing Aid. John C. M. Duff, Springfield Gardens, N. Y.

Granted December 21, 1954

2,697,258. Pocket Pencil Holder. Roy C. Uyal, Oakland, Calif. **Illustration.**

2,697,396. Selective Printing and Punching Machine. Walter T. Gollwitzer and Robert H. Lease, Euclid, Ohio, assignors to Addressograph-Multigraph Corp., Cleveland, Ohio.

2,697,397. Rotary Printing Drum for Duplicating Machines. Richard W. Bailey, Los Angeles, Calif., assignor to Milo Harding Co., a partnership composed of Milo M. Harding and James M. Harding, Los Angeles, Calif.

2,697,416. Line Drawing Aid for Pencils, Pens, and the Like. Ryden R. Simmons, Washington, D. C.

2,697,481. Folding Chair. Karl J. Zoercher, Tell City, Ind., assignor to Tell City Chair Co., Tell City, Ind.

2,697,502. Uniform Impression Typing Mechanism. Fred Becker, Queens Village, N. Y., assignor to Underwood Corp., New York, N. Y. **Illustration.**

(Turn to Page 153, Please)

"Correlation"
by STEEL AGE

Typical Correlated Group

5560 Executive Desk

5583 Bookcase

. . . a distinguished new family of integrated office furniture

This is *Correlation* . . . a beautiful *new* family of custom quality STEEL AGE desks . . . deliberately designed to combine fresh new styling with complete adaptability to changing requirements in space and function.

Correlation enables your customers to do *this:*

Create dozens of types and sizes of work stations quickly and easily, because each unit is *correlated.*

Adapt individual desks to new job or space demands without a completely new office furniture investment. Tops, pedestals and end panels are fully interchangeable.

Enjoy the new comfort and work-ease of *Correlation's* convenient new 30″ depth and new whisper-quiet, nylon roller storage drawer operation.

Add stimulating new color-styling through the choice of seven attractive finishes and 14 desk top materials.

● STEEL AGE *Correlation* units cost less than most conventional steel desk units. Write today for details on this exciting new concept in correlated office planning.

CORRY-JAMESTOWN MFG. CORP., CORRY, PA.

Steel Age

"The Quality Choice of Modern Offices"

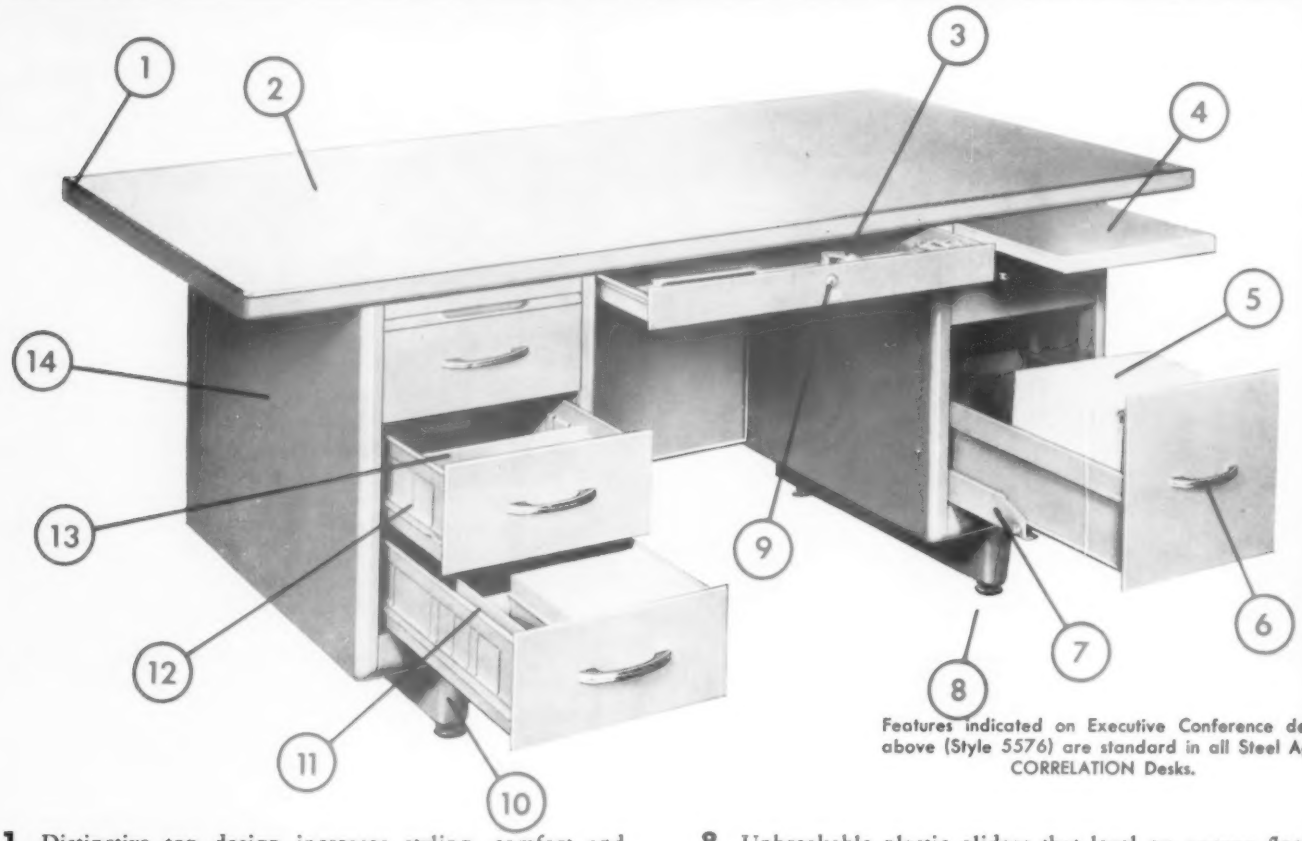
More than 50 correlated units to choose from.

5576 Conference Desk

The complete Correlation Line is illustrated in new full-color folder. Write for your free copy today.

Branch Offices: Atlanta • Boston • Chicago • Dallas Detroit • New York • Oakland • Philadelphia • Seattle

Steel Age "CORRELATION" Desk Units set a New Standard in Comfort and Efficiency



Features indicated on Executive Conference desk above (Style 5576) are standard in all Steel Age CORRELATION Desks.

1. Distinctive top design increases styling, comfort and available working area.
2. Smooth, eye-easy tops in a variety of attractive, durable materials.
3. Roomy convenience tray in kneespace drawer.
4. Handy reference shelf. Glass top or convenience tray shelves may be substituted if desired.
5. Ample vertical filing space and positive side-locking compressor.
6. Attractive aluminum hardware.
7. Full-progressive ball bearing suspension assures effortless operation of vertical file drawer.
8. Unbreakable plastic gliders that level on uneven floors and provide any height from 29" to 30½".
9. General automatic lock in kneespace drawer locks all drawers.
10. Modern, unbreakable fiberglass pontoons give more foot room, facilitate cleaning and add to the appearance of the desk.
11. Storage drawers can accommodate 5 x 3, 6 x 4 or 8 x 5 removable card trays.
12. Easy-operating storage drawers of generous capacity operate on quiet nylon and Buna "N" rollers.
13. Each storage drawer equipped with adjustable drawer partition.
14. Durable baked enamel finish.

Steel Age

The Quality Choice of Modern Offices

Manufactured by

CORRY-JAMESTOWN MFG. CORP., CORRY, PA.

Branch Offices: Atlanta • Boston • Chicago • Dallas • Detroit • New York • Oakland • Philadelphia • Seattle

Furniture courtesy W. H. Gunlocke Chair Company, Wayland, New York

U. S. Koylon® Foam Cushioning

The beauty that Koylon Foam Cushioning brings to your office furniture is, in itself, gratifying. You see, Koylon tailors perfectly, stays smoothly unrumpled after years of use. But the most important benefits of U. S. Koylon Foam Cushioning are the rest and relaxation it brings to every moment of your business day. This finest of foams offers perfect posture support, adjusts itself to your physical comfort, puts no body strain on your efficiency. In guest chairs too, Koylon cushioning is a courtesy clients appreciate. Ask for Koylon for your office furniture.

U.S. Koylon® FOAM *Cushioning*

US RUBBER

UNITED STATES RUBBER COMPANY · ROCKEFELLER CENTER · NEW YORK

EXECUTIVE POSTURE CHAIRS

65 executive posture chair. Luxurious proportions. Deep foam rubber cushions. Designed for the top man.

66 executive posture chair. Superb Harter posture design. Fully adjustable. Molded foam rubber cushions. For the alert executive.

67 executive posture chair. Fine Harter quality. Foam rubber cushions. Attractively priced.

CHECK THIS GUIDE TO CHAIR STYLES

This is just a sampler!
There's a Harter Model for every chair need!
Matching side chairs are available to go with all Harter executive swivel arm chairs.

SPRING-BACK CHAIRS

57-S is typical of the Harter "Comfit" line that also includes saddle seat styles and models with tubular steel bases.

RIGID BACK POSTURE CHAIRS

E-15R, the standard by which secretarial posture chairs are measured, has heavy steel seat and back. Molded foam rubber cushions.

CONVENTIONAL CHAIR STYLES

700 President swivel armchair. Deep, molded foam rubber cushions. Choice of rich upholsteries. A big chair for a big man!

1800B executive swivel armchair. Full Harter quality at surprisingly low cost!

SALES CHAMP

C-1500 is a conventional style executive chair with a top selling record that puts it in a class by itself. More executives have found comfort in the C-1500 than in any other office chair.

22-L, Harter's newest design. Line has many models; there's one for every budget. Harter's modern production methods make them all standout values.

HARTER
STEEL CHAIRS

For information write
HARTER CORPORATION
225 Prairie Street, Sturgis, Michigan

(Continued from Page 148)

2,697,503. **Type Carrier Travel Control.** Harry C. Yaeger, West Hartford, Conn., assignor to Underwood Corp., New York, N. Y. **Illustration.**

2,697,504. **Manifold Record Machine.** John Toggenburger, Hartford, Conn., assignor to Underwood Corp., New York, N. Y.

2,697,552. **Ten-Key Value Indexing Mechanism.** Riccardo Buzzi, Milan, Italy, assignor to Italo Rizzieri, Milan, Italy. **Illustration.**

2,697,647. **Rotary Card Filing Cabinet.** Joseph Stingl, Stratford, and Henry Luckas, Devon, Conn., assignors, by mesne assignments, to The Ferris Mfg. Co., Stratford, Conn.

Granted December 28, 1954

2,697,884. **Writing Pad for Temporary Notations.** George W. Dechert, Chicago, Ill.

2,697,981. **Check Writing Machine.** Arthur G. Rindfleisch, Chicago, Ill., assignor to Theodore B. Hirschberg, Jr., Chicago, Ill. **Illustration.**

2,698,075. **Programming System for Record Controlled Printing Apparatus.** Hans P. Luhn, Armonk, N. Y., assignor to International Business Machines Corp., New York, N. Y.

2,698,138. **Special Counter Mechanism.** Mayo A. Goodbar, Everett H. Placke, and Carl G. Falkner, Dayton, Ohio, assignors to The National Cash Register Co., Dayton, Ohio.

2,698,139. **Machine Release Means Key Interlock.** Mayo A. Goodbar, Oakwood, and George A. Cocup and Kenneth R. Faux, Dayton, Ohio, assignors to The National Cash Register Co., Dayton, Ohio.

2,698,212. **Card Separating and Position Marking Device for Card File Systems.** Laurin L. Sevebeck, Mountainside, N. J., assignor to Western Electric Co., Inc., New York, N. Y.

468 Share in Oxford Filing Supply Prizes

Oxford Filing Supply Company, Inc., announces that 468 dealer-salesmen won prizes with a total value of $5,365 in the recent Oxford Pendaflex and Oxford files sales contest.

Competition ran for two months. Oxford awarded "merit points" which could be redeemed for prizes selected from a catalog listing more than 450 prizes.

The top 10 prize winners were:

Walter Marchment, Robert L. Haney and Maurice Chapman, Stationers Corporation, Los Angeles; N. Balaban, Service Office Supply, Detroit; James Herrschaft, D. Waldner & Company, Mineola, N. Y.; J. Answelmo and Ernest J. Petrucci, Wobber's, San Francisco; Gerald Weiner, New Jersey Office Supply Company, Newark, N. J.; William J. Kolitz, Atlas Stationers, Los Angeles, and Ann DePerna, Genessee Office Equipment, Utica, N. Y.

Combo Goes to Artist . . . *Receiving a General Binding Corp. combination punching and binding machine, called the Combo, is Charlot Byj, artist of New York City. Miss Byj was presented the Combo while attending the recent Advertising Essentials Show in the Hotel Biltmore, New York City. Ken McWeeney, New York sales representative, makes the presentation at G.B.C. booth. The Combo punches standardized holes and binds in Cerlox plastic materials that are printed, duplicated, written, typed or drawn.*

ALUMINUM

Thrift-Rak

T-801

Now! An elegant costumer within everyone's reach.

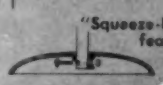
CHECK THESE SPECIFICATIONS:

Beautiful 1" brushed aluminum pole on sturdy hammertone gray base. 4 polished aluminum double hangers, assembled easily with two bolts and hex nuts. Tubecrafters' own "Squeeze-lok" in base guarantees rigid pole.

Height, 70"; base dia., 13"; weight, 14 lbs.

CHECK THIS LOW LIST PRICE:

2-bolt hanger fasteners



"Squeeze-lok" feature

$9.90 LIST PRICE

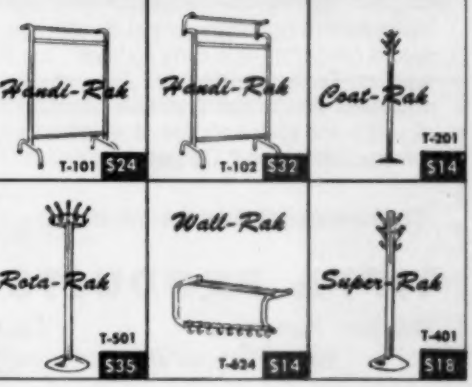
GENEROUS DISCOUNT POLICY

Packed in cartons of six

Tubecrafters SALES DIVISION

911 WALNUT STREET, PHILADELPHIA 7, PA.

Send for catalog of these other Tubecrafter items:



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Fastest, smoothest action, and most beautiful precision made portable typewriter

THE WORLD'S FINEST

with luxurious all leather brief case specially designed to hold typewriter in one compartment, and is completely fitted for office supplies to be carried in separate zippered compartment.

equipped with typewriter case of durable simulated leather with special compartment to carry stationary and all necessary typing supplies. Feather-weight, only 2¼ inches high. Only portable made with double cast frame for vibration-free action. Choice of colors and choice of type at no extra cost. Finest precision construction in world. Competitively priced. Full discount.

Distributorships and dealerships available. Write, wire or phone today.

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7940 West Third Street Los Angeles 48, Calif.

Exclusive Agents and Distributors, U. S. A.

Passed Away

Frank S. Cooper,

founder and chairman of the board of the Codo Manufacturing Corporation, died on December 19 in Chicago. The death of Mr. Cooper, who resided in Golf, Ill., and recently observed his 70th birthday, saddened a host of friends and business acquaintances.

An outstanding figure in the carbon paper and ribbon industry for a half century, Mr. Cooper was born October 28, 1884, in Geneva, Ill. He started his career as a traveling representative, but his practical experience and enterprising spirit soon led him to establish his own company in Chicago.

Under Mr. Cooper's policy of producing the highest quality products in the field, the firm expanded rapidly. In 1928, he and W. J. Downs, a ribbon and carbon paper producer in New York City, formed the Codo Corporation, which was named from the first two letters in the organizers' surnames. They joined forces with a third company, located at Coraopolis, Pa., and called upon the services of Wilbur W. Lenz, who had been affiliated with the previous operation.

Mr. Cooper became the first president of Codo and retained that position for 25 years. When he was made chairman of the board in 1953, Mr. Lenz succeeded to the presidency.

The decedent will be remembered by a wide circle of friends in the carbon paper and ribbon industry, and in other businesses. He was a member of the Masonic Lodges and a Shriner, a member of the Union League Club of Chicago, the Great Lakes Travelers Club and the Northwest Travelers Club.

✣ ✣ ✣ ✣ ✣

Robert B. Valleau,

of St. Paul, Minn., died in Florida early in December while seeking relief from a long siege of illness.

This former president of the Northwest Travelers Club was head of the firm of manufacturers' agents, R. B. Valleau & Company, representing Milwaukee Chair Company, Leopold Desk Company, Thomas Furniture Company, Bentson Manufacturing Company and Bright Chair Company. The representation is being carried on by Victor L. Lydon, associated with his late father-in-law.

The body was returned to St. Paul where funeral services were conducted by the Rev. Jack Berry, Episcopal minister.

Surviving are the widow, Clara, and other relatives. (Picture and more details will appear next month.)

✣ ✣ ✣ ✣ ✣

Jesse B. Payne,

president of the Business Forms & Paper Products Company, Inc., and a life-long resident of El Paso, Tex., died November 20, 1954. He was 57 years old.—JHR

✣ ✣ ✣ ✣ ✣

Harrison M. Cooper,

well known and popular Traveler for Associated Stationers Supply in the southern states, died suddenly from a heart attack on December 29, at the Illinois Athletic Club in Chicago, where he was spending a few days. He had returned to Chicago the week previous to attend the funeral services of his brother, Frank Cooper, former president of the Codo Manufacturing Company.

Mr. Cooper was born July 4, 1888, in Geneva, Ill., the son

they'll try...compare...and buy

the *beautiful* NEW

REGNA

ADDING MACHINE

NOW with Self-Adjusting Paper Feed —Keeps tape aligned at all times!

and here's why:

- models with or without direct subtraction available
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- Swedish steel assembly . . . Swiss precision counters
- fully automatic safety keyboard
- ciphers printed automatically
- signals for subtract, multiply, sub-total and total printed
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- lifetime handle construction
- scientifically designed moulded keys
- trouble-free performance . . . minimum maintenance

IN CANADA: Regna Cash Registers of Canada Ltd., 704 Notre Dame St. W., Montreal, Que., and Business Equipment Machines, 489-R King St. W., Toronto, Ont.

OUTSIDE CONTINENTAL U.S.: Jorgen S. Lien, Box 507, Bergen, Norway.

Sensational! That's the only word to describe the all-new REGNA Adding Machine! Streamlined as the newest cars . . . so low in cost it's a dream-come-true for small business owners. Lets many firms cut expenses and increase production by supplying a machine to every department, to every desk where adding is done. It took REGNA engineers years to develop an adding machine of such supreme quality at such a remarkably low price. It will take your customers only minutes to realize that the new REGNA is their "best adding machine buy"!

REGNA CASH REGISTERS, INC.
175 Fifth Avenue
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Gentlemen:
Please send more information on the new Regna Adding Machine and outline advantages of becoming a Regna Dealer.

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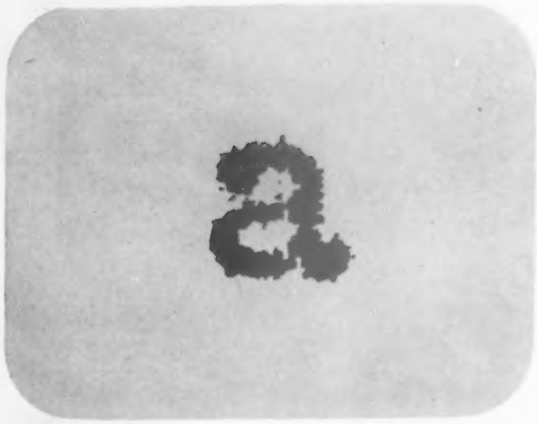
NEW SURE-RITE *Jet Stream* TYPE CLEANER

CLEANS TYPE LIKE NEW IN 9 SECONDS!



This is an unretouched photo of the dirty reproduction made by dirty typewriter type. Dirty type makes dirty correspondence, yet no secretary likes the mess and stained hands connected with ordinary cleaners.

With the new *Sure-Rite Jet Stream* Type Cleaner, the mess of cleaning is eliminated. The *Jet Stream* aerosol bomb does the work like magic. In only nine seconds the dirt is dissolved by the secret fluid, without splatter or mess.

This photo shows how the type literally shines with cleanliness—even the crevices are clean! Silicones in the fluid form a micro-thin film to prevent the collection of ink and dirt on the type, making repeat cleanings quicker and easier.

Sure-Rite announces three wonderful new aerosol products, the amazingly fast, non-splatter *Jet Stream* Type Cleaner, *Jet Stream* Hand Cleaner (with lanolin) and *Jet Stream* Static Eliminator. Try these products today for speed and cleanliness.

Dealers:

Write or wire today for the new Sure-Rite line of aerosol products. They are magic door openers that your men can use to make additional sales. Every one is a profit maker itself. Get these profit increasers now!

American Stencil Mfg. Co.

2714 WALNUT STREET • DENVER, COLORADO

Manufacturers of the famous Sure-Rite, Green Eye-Eze Film Stencil with the Patented Red-Dot Seal Tabs.

In the Midwest, call your local Panama-Beaver man—always a live wire • In the East, call Tru-Rite Inc., 116 Broad St., New York City.

of the late Samuel M. Cooper and Harriet Wilson Cooper. His father's family had pioneered the development of the Geneva-Aurora territory from the earliest days. After completing his schooling in Aurora, Harrison went "West" as many other young men of that time were accustomed to do. Following his service in the Medical Corps overseas in World War I, he joined the sales staff of A. C. McClurg & Company in Chicago as a salesman, and about 20 years ago took over the duties with which he was associated at the time of his death, namely, traveling through most of the southern states as a representative of Associated Stationers.

Among survivors are his widow, Mrs. Louise M. Cooper of High Point, N. C., his brother John W. Cooper of Chicago, a sister, Mrs. Josephine Cooper Nesmith, of Sycamore, Ill., and several nephews and nieces.

His travels throughout the South enabled him to participate in many activities of both the Texas Travelers and Southern Travelers Club.

✣ ✣ ✣ ✣ ✣

Harry D. Baker, Sr.,

a pioneer in the typewriter and office equipment business, as well as one of Tacoma, Washington's outstanding business and civic leaders, died late in December, aged 84 years.

He was founder of H. D. Baker Company. The firm still bears his name, although he had been retired in recent years from active participation.

Born in Cokeville, Pa., in 1870, he moved to Salem, Ore. in 1889, and came to Tacoma shortly afterwards.

He was a member of Tacoma's Rotary Club and also a leader in the Tacoma Chamber of Commerce. Fraternally, he was associated with the Knights of Pythias.

On August 3, 1905, he first entered the office supply trade and typewriter business by lending money to a man who had launched a small typewriter business. Shortly afterwards the business was entirely his, and it went forward with the years.

Surviving are three sons, Harry D. Baker, Jr., of Seattle, and Joseph H. and Leland T. Baker, both of Tacoma; a daughter, Mrs. Nelda Mae Johnson; a brother, Emery Baker, Sr., a sister Mrs. Gertrude B. Hopkins, and eight grandchildren.—CML

✣ ✣ ✣ ✣ ✣

Wallace Taylor

a member of the sales force of Blake & Rebhan Company for the past few years died Dec. 7 in Boston. He previously had been associated for a long spell with Carter's Ink. He made his home in Needham Heights and leaves his widow and one son.

✣ ✣ ✣ ✣ ✣

Harry C. Hackett,

69, manager of sales and assistant secretary of National Vulcanized Fibre Company, died December 6 at his home in Wilmington, Del., after a long illness.

Friden Shifts Branch Managers

R. C. Lindgren, El Paso, Tex., manager for the Friden Calculating Machine Co., Inc., since March 1944, has been named manager of the Computyper Division. He assumed his new responsibilities in San Leandro on January 3. Mr. Lindgren started with Friden as a service man in Sioux City, Iowa, in 1936.

Richard Bulkan, manager of the Friden office in Charleston, W. Va., will take over the El Paso office. He first joined Friden in Chicago.

Hugh Conway, a veteran of more than 25 years in calculating machine sales, will replace Mr. Bulkan as manager at Charleston.

EVERYBODY'S a customer for FLO-MASTER* ...the "Miracle" Pen with the Felt Tip!

Everybody writes on something—and Flo-master writes on everything!

That's why you'll find this "miracle" pen a real volume profit maker. Teachers, housewives, storekeepers, industrial and professional men, stock clerks, shipping clerks, gift seekers, artists—all can use a Flo-master.

Flo-master writes and draws on any surface, even on rubber, plastic and cellophane. Makes clear, sharp, legible marks that are waterproof, smudge-proof and permanent. 4 different interchangeable felt tips with every pen give an amazing range of use.

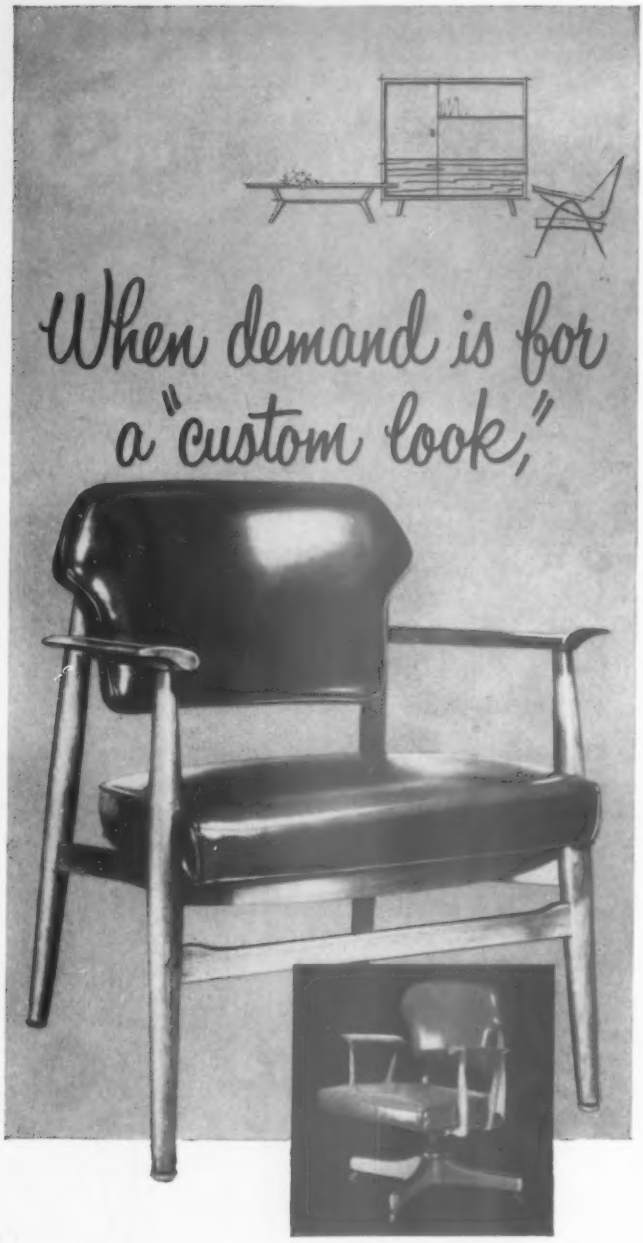
Cado Quality in the Flo-masters you sell means that satisfied customers will be coming back again and again for Flo-master Inks.

Put a Flo-master display where it will catch everyone's eye, and watch sales go up... each one for a healthy $3.00 or more!

For full information, write Cushman & Denison Mfg. Co., Dept. H-35, 153 West 23rd St., New York 11, N.Y.

*a CADO product

Flo-master FELT-TIP PEN



SELL THE TAYLOR 707 GROUP

In this thrilling new Robin Robinson design, Taylor has the answer to a growing demand for an office chair with an individualized "custom look."

In addition to its top-flight design, this new group has all the famous Taylor comfort and construction features... wall-saving back leg ...fully adjustable posture back... foam rubber in seat and back... choice of covers including new pastel top-grain leathers.

Write today for prices and details.

THE Taylor CHAIR COMPANY
Bedford, Ohio

Danzig Holds Formal Opening of Firm

The business establishment known as Joseph M. Byck, office equipment and supplies, in Savannah, Ga., recently held formal opening at 17 Bay St., E., under the new management of Henry G. Danzig.

Associated with Mr. Danzig in the business are his son, Edmund R. Danzig as salesmanager, and Mrs. Carlyn Byck Heitler, who was office manager for her brother, the late Joseph M. Byck, founder of the concern.

The business is located in an attractive new store created out of part of the premises formerly occupied by the Atlantic Mutual Fire Insurance Company. Carried out under the Byck name the firm has ample space below street level for large stocks and a street-level store of pleasing decor and arrangement for merchandising and display of office equipment and supplies.

In addition, the store handles engraving and printing products, both social and business.

For the formal opening factories having representatives present included Old Town Corporation, Berger Manufacturing Division, W. H. Gunlocke Chair Company, All Steel Equipment Corporation, Herring-Hall-Marvin Safe Company and Royal Metal Manufacturing Company.

The business that bears the name of Mr. Byck was founded by that well-known Savannah businessman in 1939 and was operated by him until his untimely death a year ago. Mr. Byck was for years connected with the business in which his father was a founder, M. S. & D. A. Byck, which in its prime was one of the best-known printing and office supply houses in the South. When Mr. Byck entered business for himself under his own name he laid the foundation of a new enterprise that soon became prominent and which since his death has received the continuing attention of his sisters, Mrs. Heitler and Miss Mildred Byck.

Name New Officers of Facit, Inc.

Sender Jaari has been appointed secretary and George W. Haag, treasurer, of Facit, Inc., it is announced by Erik Ohlsson, president of the firm which acts as U.S. distributor of Facit calculators, Odhner adding machines and Halda typewriters.

Mr. Jaari will continue to serve as sales manager of the

Sender Jaari

George W. Haag

company. Prior to his affiliation with Facit in 1950, he was assistant to the president of the Swedish American Pulp Corporation. During World War II he was with the OSS and was later with the Office of U.S. Chief of Counsel at the International Military Tribunal in Nuremberg, Germany.

Financial Notes

Clary Multiplier Corporation, San Gabriel, Calif.—Reflecting an upturn in sales and profits, directors of Clary Multiplier Corporation on Dec. 8 adopted a cash dividend policy on the common stock. The dividend will be 7½ cents and was declared payable January 6, 1955 to common shareholders of record on December 20. The directors also voted the regular 6⅞-cent fourth-quarter dividend on preferred stock, payable January 2 to shareholders of record on December 20, 1954.

WORLD FAMOUS
The Steelmaster's
WORLD STANDARD

Steelmaster

The file with the EXTRA drawer capacity

"Five-r-filer"

the 5000 series

- More filing capacity (+ 33⅓%).
- No loss of floor area or height.
- Tremendous saving in work procedure—time—office traffic—rent.
- Critical space conservation.

SPECIFICATIONS

- Full progressive suspension.
- Ten rollers per drawer—4 ball bearing, 4 solid, and 2 floating.
- Six reinforcement posts.
- Side locking positive compressor.
- Full bottom reinforcement base.
- Modern, easy grip aluminum hardware.
- Safety rebound drawer catch.
- Best grade furniture steel electrically welded and fabricated by master craftsmen.
- Full plunger cabinet lock available.
- Folders and guides available.

Colors: grey or green; Frost Tan or Frost Green.

62" 52" 42"
5006 5005 5004

5005

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THE GREATEST ADVANCEMENT IN FILING EQUIPMENT IN 40 YEARS!

Immediate Delivery — Literature Available

The Steelmasters art steel co. inc. 170 w. 233rd st., n. y. 63

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SAND URN
No. 56-S Regal
SAND URN
Spun Aluminum
VALCO
GUEST-WELCOMING
ACCESSORIES
MORE SALES . . . MORE PROFITS!
No. 333
Honor Guard
STANDARDS
Our Modern Line for 1955
specially designed for
• OFFICES • HOTELS
• INDUSTRIALS • TAVERNS
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• RESTAURANTS • SCHOOLS
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For big profits, display the entire 1955 line of smart, new VALCO accessories. Each piece is the result of years of research and development, and is made of the highest quality aluminum . . . will not rust! The unbeatable VALCO combination of gleaming beauty, modern styling and economical upkeep means extra sales for you to an almost unlimited market.
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No. 265-T
Cosmopolitan
COCKTAIL SMOKER
No. 60-S
Contemporary
SMOKING STAND
No. 260
New Yorker
SMOKING STAND
WRITE FOR PRICE LISTS & COMPLETE DETAILS
VALCO COMPANY • 1311 ANN AVE. • ST. LOUIS 4, MO.

4TH DISTRICT NOTES

R. E. HILBURN, CORRESPONDENT
P.O. BOX 2835, GREENSBORO, N. C.

Can't think of a better way to start this shindig off than a news note about dear ole "Bainbridge-Southern." **Bill Keenan,** formerly covering some of the Mid-West for Bainbridge, will be the new man on the force of B-S for parts of Georgia, South Carolina, Alabama, Tennessee and Mississippi with headquarters in Atlanta. The "Atlanta Click" will get a new member and B-S will round out their force to full "battle strength." Welcome to the South, Bill—and good hunting.

* * * * *

Bob Sanford of Sanford-Hall, Jacksonville, has quit that constant pacing the floor, as of November 28. On that date Mary presented him with Bob Jr. and the folks within 10 blocks of the hospital thought the "Queen Mary" was coming into port Bob let out such a whoop. With two daughters, nine and seven, their dream of a Jr. in the household looked pretty dim but now that it is hoppen, Bob is just one big smile.

* * * * *

Bob's performance, or perhaps I should have said, Mary's, now has **Sam & Eloise Orr** (National BB) on pins and needles. They are "expecting" in January and after three girls their "boy dream" doesn't look too bright. Lemme know, Sam.

* * * * *

I told you golf hounds last month that I would let you know about our being permitted to play the "President's course" at our Augusta convention. Sorry boys, no can do. We will have to play the Country Club course which is a short trip from the hotel. However, it is a top-flight course so you Cosmo Williamses won't have anything to ask for when it comes to a stiff test of your golfing prowess.

* * * * *

Now here's one I never thought I'd live to see. We are about to lose one of our most solidly entrenched bachelors. January 22 will witness **George Taylor,** Edwards & Broughton, Raleigh, and **Miss Marjory Weathersby** signing on the dotted line.

However, having met the charming Miss Weathersby I'll say this much in defense of George: he didn't have a Chinaman's chance. She is lovely to look at and just as charming. They have bought a beautiful new home out in the "Country Club" district and shortly after the above date will be at home to their multitude of friends at 2630 Lakeview Drive. The best of everything, kids.

* * * * *

Jim Hooks, buyer and section manager at Alfred Williams, Raleigh, took over as manager and buyer for Goldsboro Office Supply, Goldsboro, on January 1. Mr. Dameron has been looking for a good man for some time now and when he chose Jim from the pack he got a good "deal" indeed.

* * * * *

Ellen Fisher, Fisher-Harrison, Greensboro, recently awarded "Best Show Collie in South" award by a national board means that she came up with one of the four best dogs in the entire U. S. of A.. Ellen has been winning ribbons 'n stuff for years but an award of this calibre attests to the fact she has now reached that "ultra-ultra" strata of top dog raisers in the country. Nice going, Ellen.

* * * * *

While we are on the subject of Fisher-Harrison it will be a good time to give you the new slate of officers of the firm due to the recent death of Mr. Harrison. They are as follows: **Paul Robinson,** president; **Wm. Craig,** vice-president; **Ellen Fisher,** secretary, and **Gladys Woesnor,** treasurer.

* * * * *

The **S. T. Wyricks,** Greensboro, N. C., have bought themselves a beautiful new "mansion" out on Westridge Road. Had a picture of it in the Sunday paper recently and it sho do look elegant.

* * * * *

On or about January 1 Marvin Ellis Company, Memphis, was to move from the present Second St. address to 253 Monroe Ave. **Joe (the man) Maura** didn't give me any of the details so will expect them on the formal opening, Marvin.

* * * * *

On December 20, the "Atlanta Click," perhaps better known as the entertainment committee of the S-T's, got together at the Atlanta Athletic Club for their annual Christmas dinner and to get down to brass tacks on "things to do" at the Augusta convention.

Alma Hucke came down early and did one of her marvelous decorating acts. She and her helpers will do a repeat act at the convention—so, you can judge from that how pretty it was. There were 38 present, including such dignitaries as **Bob Sanford** and **Archie Ryan** from Jacksonville, **Frank Link** from Memphis and **Joe**

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WORDEN QUALITY STANDARDS

PRICED RIGHT . . . YOUR BEST BUY

No. 860 58"x32"
TURNED LEG SERIES

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SCHOOL EQUIPMENT & SUPPLY DEALERS

ROWLES is the dependable source for all your SCHOOL EQUIPMENT

- ★ Classroom Seating
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- ★ Framed Blackboards
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- ★ Darkening Shades
- ★ Darkening Channels

Rowles offers you a complete line of high quality School Furniture and Equipment—everything you need to provide your customers with the specialized kind of service they need.

Rowles School Equipment has been a favorite for more than 50 years. Make Rowles your headquarters for all your school equipment needs. Enjoy the benefits of the Rowles trademark, the convenience of one centrally located source . . . and the profits on *every sale* you make.

Write for **the latest Rowles School Equipment catalog and complete information on the Rowles Dealership program.**

E. W. A. ROWLES COMPANY
ARLINGTON HEIGHTS, ILL.

ROWLES
School Equipment

Kilpatrick, Atlanta. After a round, or two, or three, of refreshments a wonderful dinner was enjoyed by all.

Good cheer and good fellowship was over-flowing and needless to say this party was the best ever. The officers of the Southern Travelers and the entertainment committee met earlier to discuss plans for the Travelers' party at the Augusta convention.

* * * * *

I will give you just a few of the highlights. The theme this year will be "Top Hat Jamboree" with top hats and canes to everybody. Other favors, too, which are so nice I'm afraid there will be a young riot when they are passed out. When the cocktail party opens at 5:30 to the final gun of snacks from 11:30 to 12:30 there won't be a dull moment in the entire evening. It is jam-packed with entertainment, music and just plain fun so from where I sit it will be a party nobody—I repeat, NOBODY—will want to miss.

Just for the benefit of those who have never stopped at the Bon Air Hotel let me say that you will get the surprise of your life when you walk in. Very few people realize that a hotel of such magnitude and splendor could exist outside Florida. It was built as an "ultra" type resort hotel and is equipped to handle the largest of crowds with ease.

Rates for the convention will be American Plan from $12.50-$15.50 single, $11.75-$14.00 double and $11.25-$13.50 with three. Tips in the dining room will be added to your hotel bill as follows; $.25 for breakfast and lunch and $.50 for dinner, or one buck a day. NO tipping in the dining room, please. Remember now—and make your reservation RIGHT NOW. Convention dates are Friday and Saturday, March 25 and 26, with the dealers' party and the bulk of registration to be on the 24th. We'll be looking for you.

* * * * *

"GOOD CHOMPIN T'NIGHT"

In view of the fact **"Red" Ballentine** has done such a magnificent job of expanding and redecorating on his restaurant I am going to again "recommend" Ballentine's, Raleigh, as this month's place to eat. Red has more than doubled his space by taking over the basement and running all the way through to the back street. The old upstairs restaurant is now a modern cafeteria and the downstairs "new deal" is a beautiful lounge and restaurant where a more leisurely meal may be enjoyed with the old smart and friendly service much in evidence.

The same well-cooked and most reasonably priced meals are served. Raleigh, like most of the progressive cities here in the South, is jumping but Red has jumped right along with it so go in, walk right smack dab through the middle of the cafeteria and down the stairs to the "New Ballentines." You will enjoy it as always. Bye now—

On Camera . . . with the Rex Recorder during the start of the Cerebral Palsy Celebrity Parade telethon held in New York City over WABC-TV. On the television screen left to right are: Frank Dimina, electronic technician for Rex Recorder; James P. Marino, president of American Dictating Machine Co. and exclusive distributor for Rex Recorder; Arthur Ewald, medical research student; Emik Avakian, palsy-afflicted electronic consultant and developer of Rex Recorder remote control dictation system; and Tex McCreary, who is interviewing Mr. Avakian.

fieldwood

Fieldwood gives you a complete, modern office furniture group for the executive and his assistants — and a convincing array of sellable advantages. Fieldwood is versatile — equally at home in modern or traditional offices. It is flexible . . . designed to combine in modular arrangements that speed work flow and solve space limitations. It is beautiful to look at . . . comfortable to work on. And, above all, Fieldwood is wearable . . . finishes are wear-proofed . . . joints are moisture-proofed . . . drawers are custom-fitted . . . panels resist delamination . . . posts never dent.

STANDARD FURNITURE CO., Herkimer, N. Y.

"Conference Comfort by Gunlocke"

CONFERENCES are a necessity in today's modern business world. Whether in the form of a large board meeting or a private conversation away from the business desk—comfortable seating is essential. To assure the seating comfort of your customers (for minutes or for hours), try the Gunlocke Model 2683 Guest Chair.

Ideally suited for either large or small offices, the Model 2683, with its comfort-controlled styling and unique design, will add interest and beauty where conference room or semi-lounge chairs are needed.

Gunlocke craftsmen have met their consistently high standards in designing the Model 2683 Guest Chair. Smart in appearance with its two-tone or solid top-grain leather design, this guest chair is perfect for congenial seating comfort.

You can recommend Gunlocke's Guest Chair, Model 2683, with confidence. It will mean profitable sales and satisfied customers.

. . . where conference room chairs are needed.

Write for Information

The Progressive **W. H. GUNLOCKE CHAIR COMPANY**
WAYLAND, NEW YORK

6TH DISTRICT NOTES

C. O. SCHLAVER, CORRESPONDENT
OFFICE APPLIANCES, 600 W. JACKSON BLVD., CHICAGO, ILL.

WHEN—Saturday night, February 26.

WHAT—Great Lakes Travelers Club birthday ball—cocktails, dinner, entertainment, dancing.

WHERE—Morrison Hotel, Chicago.

WHY—20th anniversary of club's founding.

WHO—Members and their ladies—Travelers, dealers and manufacturers.

Yes, the organization's biggest party of its history is ahead and elaborate plans are being made under the direction of Chairman **Clarence Clemen**, G. J. Aigner Company, and Co-chairman **Homer Smith**, Ditto, Inc.

The price will be $8.50 per person, the same as last year. Details are being rapidly worked out and the orchestra which proved so popular at the 1954 birthday event has been engaged for a repeat date.

* * * * *

Holiday Fun . . . The GLTC annual Christmas party attracted 164 to the Morrison Hotel on December 16 for a gala time under the chairmanship of **Gordon Kickels**, Smead Manufacturing Company.

A dual feature of this occasion was the honoring of handsome **Bert Hallin**, B. H. Hallin & Associates, former governor of District

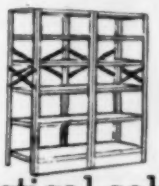
Seen at GLTC Annual Christmas Party . . .

1. **Around the Christmas tree looking over pile of gifts presented to Chicago Tribune Good Fellow Fund are Robert Kane and Jerry Henningsen, members of the committee; Walter Lennartson, president of GLTC, and Gordon Kickels, chairman of the party.**
2. **Bert Hallin (left), former governor of 6th District NSOEA, receives framed letter of appreciation from GLTC President Lennartson.**
3. **At the head table—Leonard Wilcox, president of NSOEA; Paul Burbank, general manager NSOEA; Lou Mann, vice-president manufacturers' division NSOEA; Folger Fellowes, vice chairman field division NSOEA; Ray Eichenlaub, GLTC comptroller who made the Christmas decorations for the head table.**

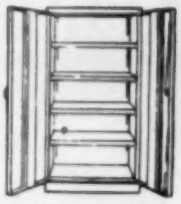
No. 6, NSOEA. He was presented with a framed testimonial for his efforts in behalf of the district.

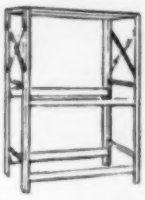
NSOEA notables in attendance included President **Leonard Wilcox**, General Manager **Paul Burbank**, Manufacturing Division Vice-President **Lou Mann**, Field Division Vice-Chairman **Folger**

STOC-RITE METAL PRODUCTS

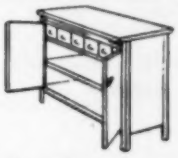


provide an easy practical solution for every storage

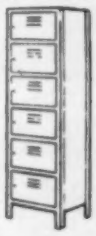




problem—standard units are designed for use in offices



institutions factories and warehouses



—special storage problems will be

worked out by our engineering staff without obligation to you or

your customers—when you sell STOC-RITE you pave the way for repeat orders

STOC-RITE METAL PRODUCTS

K. F. Cline Co., Inc., Manufacturers
1508 MC GAVOCK STREET NASHVILLE, TENNESSEE

IN FILE FOLDERS
THESE
TRADE MARKS
Identify Quality!

TRADE FILE DURATEX FOLDER MARK

DURATEX
FILE FOLDERS
Single and Double Top Styles
MEDIUM WEIGHT
MEDIUM HEAVY WEIGHT
HEAVY WEIGHT
Single Top
EXTRA HEAVY WEIGHT

TRADE FILE KRAFOLTEX FOLDER MARK

KRAFOLTEX
FILE FOLDERS
Single and Double Top Styles
AVAILABLE IN
ELEVEN POINT
HEAVY WEIGHT

TRADE FILE LEATHERETTE FOLDER MARK

LEATHERETTE
FILE FOLDERS
IN COLORS
BLUE - GREEN -
GREY - CANARY -
ORANGE - BROWN -
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TRADE FILE REDROPO FOLDER MARK

REDROPO
FILE FOLDERS
Highest quality, strong and durable. Available in heavy weight—single and double top styles.
Eighteen point, REDROPO FILE FOLDERS furnished with
Barkley Tab
and blank inserts so that special headings can be made.

Write for Samples and Prices
Established 1921

TRADE FILING DURABILITY SUPPLIES MARK

C. L. BARKLEY & CO.
Manufacturers of Filing Supplies
1220 W. Van Buren St. Chicago 7, Ill.

Fellowes, Past Presidents **Less Crowl** and **Walter Miller,** District 6 Governor **Art Finger** and District 8 Lieutenant Governor **Homer Lay.**

Other guests were NOFA Executive Director **John Gray,** Chicago Stationers Club President **Gerald Berk** and representatives from CHICO.

GLTC president **Walter Lennartson** was presented with a framed letter of appreciation from the club for his executive direction. A box of golf balls accompanied the letter.

Gifts, piled high around the Christmas tree, went to the Chicago Tribune Good Fellows Club for distribution among needy children.

Assisting Chairman Kickels on the committee were **William Murray,** Geyer's Topics; **C. O. Schlaver,** OFFICE APPLIANCES; **Bob Kane,** manufacturers' representative; **Jerry Henningson,** Joseph Dixon Crucible Company, and **Ray J. Eichenlaub,** Service Steel Products Corporation.

* * * * *

New Members . . . Recently elected to the rolls of GLTC are **William N. Miller,** Minnesota Mining & Manufacturing Company; **Alex Lopatka,** Binney & Smith; **T. Reeves Heyer** and **Claude Booth,** Heyer Corporation; **Harry Hedberg** and **Clarence Carlson,** Hedges Manufacturing Company; **J. Edward Conlon,** Paper Mills Company; **Jack Harlacker** and **Edward C. Wendt,** Waterman Pen Company.

* * * * *

Enjoyable Party . . . One of the highlights of the Christmas season was the annual party of the Stationers Club of Chicago headed up by such energetic dealers as President **Gerald Berk** and Program Chairman **Art Olsen.** As usual the dinner was held at the Erie Cafe where the steaks and lobsters were something to behold. Cocktails, a program of magic and story-telling were on the program of the big night.

* * * * *

Looking Ahead . . . Governor **Art Finger,** S. J. Olsen Company, Milwaukee, Wis., reports a heavy advance registration at the Wisconsin Hotel, Milwaukee, for the Sixth District convention of May 1-3.

A good tip from the governor is for dealers, manufacturers and Travelers to send in their hotel registrations right now.

* * * * *

Tough Break . . . **Tom O'Leary,** F. S. Webster Company representative living at Whitefish Bay, Wis., slipped on the ice and fractured an ankle. His industry fellows regret that he will be laid up for six or more weeks.

* * * * *

Florida-Bound . . . **Matt Dillon,** retiring from the Smead Manufacturing Company representation in the Chicago area while **Gordon Kickels** takes over, says that after January 11 his address will be St. Petersburg, Fla. Matt has earned a rest in the land of shuffleboard and oranges. Meanwhile, the younger Gordon hopes to keep Smead customers happy.

* * * * *

New Arrival . . . **Bob Krumwiede** of Elmer Krumwiede & Associates, Chicago, is smiling more than ever these days. The reason: **Catherine Barbara Krumwiede.** This tiny addition to the Krumwiede household, only 4 pounds and 14 ounces, was born December 19.

* * * * *

New Job . . . **Wayne Mitchell,** formerly with Hodgman Rubber Company, is now representing Sanford Ink Company, he reported at a recent GLTC meeting.

Honor Senior Employees . . . *Edwin H. Mosler Jr. (left), president of the Mosler Safe Co., presents Charles A. Donnell, bank division manager, with a gold watch on completion of 38 years' service, while John Mosler (right), executive vice-president, makes a similar presentation to Cecil L. Roberts, fireproof division manager with 27 years' service. The men were among eight persons in Mosler's Chicago branch recently honored at a dinner launching the firm's service recognition program for branch personnel. Eight safe and bank vault experts have worked in the firm's Chicago office an aggregate of 227 years.*

The "CUSTOM LINE"
Top left: "Riviera" #4510AF.
Top right: "Seville" #4580AF.
At bottom: "Capri" #4540AF.

Contemporaries OF TOMORROW!

● These three new "Custom Line" styles by B. L. Marble are as new as tomorrow, distinctively good looking, and built for years of comfort. Available with matching swivel and side chairs, these styles are ideal for fine offices, conference rooms, clubs and hotels, dining rooms, cocktail lounges . . . almost any commercial purpose.

Upholstered in a combination of fabrics and genuine top-grain leather, or fabrics and "Naugahyde", in a wide variety of attractive colors and color combinations. Seats are cushioned with thick, long lasting, foam rubber. Your choice of wood finishes on walnut.

For illustrated brochure on the "Custom Line", write to

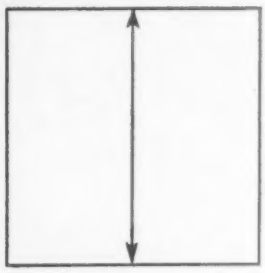
THE B. L. MARBLE CHAIR COMPANY • BEDFORD, OHIO

If STYLE is important, only WOOD will suffice!

EVER READY GIVES YOU

4th DIMENSION IN SELLING

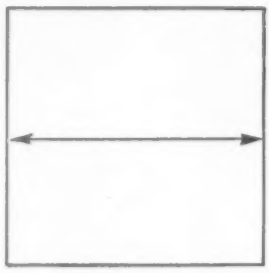
1. HEIGHT



EVER READY desk calendars are unmatched in quality. No detail has been overlooked — from design to paper. The 1956 EVER READY line includes many modifications and improvements developed during the last few years.

High "Top-to-Bottom" Quality

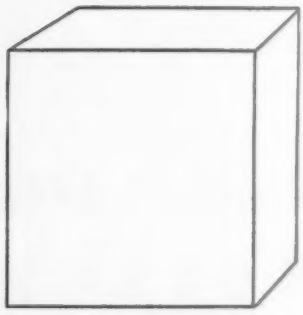
2. WIDTH



EVER READY desk calendars are priced to fit every need — and every purse. No desk need be without the modern daily work and play organizer.

Wide Price Range

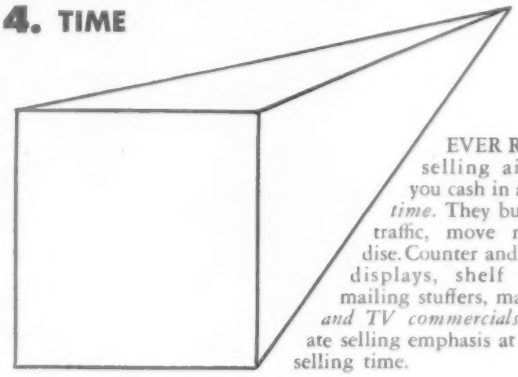
3. DEPTH



There is an EVER READY model for every desk, from "top management" to the double-duty "212" for the double-desk occupants. And the CO-ED for Miss Secretary and for the home.

Depth In Style and Models

4. TIME



EVER READY's selling aids help you cash in at *selling time*. They build store traffic, move merchandise. Counter and window displays, shelf talkers, mailing stuffers, mats, *radio and TV commercials* all create selling emphasis at calendar selling time.

Selling Aids At Selling Time

All 5x8 and 4x6 plastic bases and completes are equipped with the strengthened magnifying window. Plastic bases are available in *Gray and Walnut* in almost all models. EVER READY calendars are kind to table and desk tops too. All styles are furnished with four rubber bumpers. Corrugated mailers furnished with 5x8, 4x6 and 3x5 plastic base completes. All stands packed individually.

THE DUPLEX (No. 55)
This is one of the most popular styles of the EVER READY line. Amply fills the need of most men.

EVER READY CALENDAR MANUFACTURING CO.
160 MAPLE STREET • JERSEY CITY 3, N. J.

"Just Among Friends"

By E. J. Mitchell,
329 Belt Ave., St. Louis 12, Mo.

Shortly before the end of 1954, happenings at Schooley Printing & Stationery Company, Kansas City, Mo., call for our hearty and sincere congratulations to **Jay Wilcox**, former president of the company who was elevated to the high post of chairman of the board of directors, and to **V. V. Messer**, formerly general manager, to the position of president to succeed Mr. Wilcox; also the re-election to the vice-presidency of **Joseph D. Landes.**

Our every good wish to each of these able executives and to the Schooley Company for continued growth and prosperity throughout 1955 and years to come.

* * * * *

In December came several very sad messages. One told of the untimely passing of **Robert B. (Bob) Valleau** of St. Paul, Minn., head of the firm of R. B. Valleau & Co., manufacturers' representatives selling the products of several leading office furniture manufacturers, including The Leopold Company, Milwaukee Chair Company, Bentson Manufacturing Company and Thomas Furniture Company.

Bob passed away following a long siege of illness, while in Florida with his wife Clara seeking the benefits of warmer climate for Bob's welfare. Services were held in St. Paul by our former brother traveling representative, **Jack Berry**, in recent years an Episcopal minister. The rites were attended by a large delegation of industry representatives from states surrounding Minnesota, as well as from as far as Kansas City, Mo., from where **Paul R. McCollem** flew to the services. Bob had earned a great personal popularity in the office furniture field and his passing leaves a vacancy in many hearts which cannot be filled.

* * * * *

Just a few days later, came word from **Dick Steding** of Wallace Pencil Company, of the sudden death of **Frank S. Cooper** of Chicago, chairman of the Board of Codo Manufacturing Company. He was another close friend of many stationers and as many travelers, an executive widely admired by the industry at large. This was somewhat evidenced by the industry members attending the funeral services in Chicago, including **M. W. Knoblauch**, vice-president, Farnham's, Minneapolis; **Jesse A. Peck**, Springfield Stationery Company, Springfield, Ill., **Herb Walsh**, Ace Fastener Corporation; **Matt A. Dillon**, retired Smead Manufacturing Company representative; **Cort Horr**, Associated Stationers Supply Company; and **Dick Steding**, Wallace Pencil Company. Interment was in his home town of Elmhurst, Ill., a suburb of Chicago.

* * * * *

M. W. Knoblauch of Farnham's told of the unexpected passing of **Roy Porter**, former sales manager of Northwest Paper Company, Cloquet, Minn., who, while not a member of our stationery and office equipment industry, was often invited to join our groups in our social and business gatherings and had many friends among us. We will miss Roy's genial personality at future gatherings.

* * * * *

And then, here in St. Louis, all the local industry was saddened to receive word of the passing of our close friend of many years, **Robert H. (Bob) Lewis, Sr.**, who, for about as long as we remember, has been local manager of Dennison Manufacturing Company sales office.

Bob had been ailing only a short while and unexpectedly passed away on December 10 just the day before the big Christmas party of the Stationers Association of St. Louis, in which Bob had held membership for many years.

At the evening Christmas Party **Herbert Held**, association chaplain, spoke reverently of Bob's life and asked for a minute of silent prayer in his memory. Surviving are his widow, **Mrs. Leona Lewis**, sons, **Robert H., Jr.** and **Horace L.**; two brothers, **J. Reece** and **Samuel B. Lewis.**

December proved to be a fateful month for many of our friends.

* * * * *

Christmas week brought a very welcome visitor to the home of this writer in the person of **"Dick" Fuller**, Smead Manufacturing Company representative in these parts. Dick is always an interesting and welcome visitor—but should show up more frequently. His alibi is "I have to work for a living." Who would guess any Smead representative had to **work** to sell that line of filing supplies!

* * * * *

A few more nominations of men showing outstanding ability in the retail sale of office furniture have been coming in from various sources. Those named include: **Jim Collum**, Comfort Printing & Stationery Company, **Dale Wernig**, E. A. Holscher Office Furniture Company, and **Jack Wiehe**, S. G. Adams Company, all of St. Louis, and from out Kansas way comes the name of **Ralph Bauman**, Bauman

CLEANER, SHARPER IMPRESSIONS with CLEAR-PRINT

TRY THIS MODERN WOOD BLOCK STAMP PAD! . . . . . .

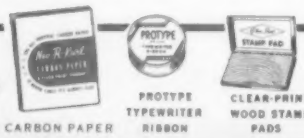
Outlives Two Ordinary Stamp Pads

- **Wood Block is chemically treated to hold large amounts of ink and to feed just the right amount to the surface!**
- **Ink dries instantly on paper yet never dries in the pad!**
- **Pad surface is always flat and firm does not collect lint!**
- **Ink cannot gush up between the type causing a blurred impression!**
- **Impressions are always strong, clear, brilliant and waterproof!**
- **Ink penetrates pad quickly, will not stand on surface as with ordinary pad!**
- **Clear-Print Ink and Pad are never affected by moisture or humidity!**

FREE SAMPLES gladly sent to interested Dealers!

L. A. PHILLIPS, *President*

Phillips PROCESS CO. 192 MILL ST., ROCHESTER 14, N.Y.



Office Equipment Company, Wichita, who was named in two letters from that area.

It is obvious to those interested in the sale of office equipment that each of the foregoing has ably earned honorable mention in any list of successful salesmen. There must be many others in the retail industry who belong in this classification, so please let us know your choices at once.

I've another who cannot be overlooked. Although young in years, he is thoroughly experienced and capable—**John Frolio** of Peterson Lithograph & Printing Company, Omaha, and as an additional nomination in the same letter is **Frank Peck** of Peck Company, Omaha.

How about more Kansas City, Mo., and Des Moines, Iowa, nominations? Surely each of those cities has several eligible salesmen, not previously mentioned herein. And in the smaller communities lurks a lot of ability, so uncover some of it for us. Having heard nothing from the Arkansas area, I'll offer a nomination which I think will be approved by Little Rock industry members—**Sam Plant** of Parkin Bros. Company, who has done a most consistent job of selling for many years in Arkansas and previously in Oklahoma.

* * * * *

Annual spring industry conventions are fast moving up on us—so make your plans now to attend your own region get-together. The dates are:

7th Region; Hotel Duluth, Duluth, Minn. May 27 and 28.

8th Region: Hotel Broadview, Wichita, Kans., May 5 and 6.

Do not miss these unless you feel you are too old to learn, and who among us will admit that?

7TH DISTRICT NOTES

ARNOLD E. BERGLUND, CORRESPONDENT
4415 CHOWDEN AVE., S., MINNEAPOLIS, MINN.

With another new year before us, the Northwest Travelers Club hopes for greater attainment of both health and prosperity.

* * * * *

The next Travelers' meetings will be held at the Commerce Club in Minneapolis at noon on January 29 and February 26. Customers and prospects take note.

* * * * *

It is with the deepest regret that we note the passing of two more of our good friends—former NWTC president **Bob Valleau**, R. B. Valleau & Company, and **Frank Cooper** of Codo. Both of these men had been very active in our industry and shall be missed.

As these things that are so sure and final happen to each of us perhaps we should pause and reflect on our attitude toward the other fellow. Someone once said, "I never met a man that I didn't like."

* * * * *

The Travelers' Christmas party was a huge success. Now, why didn't you come?

* * * * *

Mr. & Mrs. Al (the Smead star) Nordstrom spent the holidays in New York. You lucky you.

* * * * *

Mr. & Mrs. Howard Schaub (Schaub Office Supply) entertained in a most gracious manner during the holidays. Thanks.

* * * * *

Matt Dillon has now retired from Smead and **Gordon Kickels** is taking over in the Chicago area. Good luck to you both.

* * * * *

Want to be sure of a room at the 7th district meeting? Write **Mr. Woods**, Hotel Duluth, or **Herb Munson**, A. & E. Supply, Duluth, Minn.

Mosler Announces Pension Plan

A pension plan for all salaried personnel of the Mosler Safe Company became effective Dec. 31, 1954, it was announced by Edwin H. Mosler Jr., company president.

The cost of the plan will be borne entirely by the company.

This is another step, Mr. Mosler said, in an overall program initiated at a service recognition dinner held in 1954 in Hamilton, O., where the firm's factories are located.

The plan extends pension benefits to all salaried employees of the Mosler Safe Company throughout the country.

MORE MONEY IN 1955

WITH

PEIRCE "Magnetic Belt" DICTATION

A great new dictation system—perfect in design, with flawless performance, plus unequalled ease of operation . . . America's new standard of dictation excellence—backed by a powerful merchandising plan—your ticket to bigger profits in 1955!

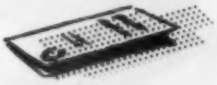
WITH THESE OUTSTANDING FEATURES

- Perfect Voice Reproduction • Modern Styling
- No Primitive Stylus to Scratch or Scramble Dictation
- Error Free • Belt Re-usable Thousands of Times

Watch for announcement of our new, low cost Microphone Network Dictation System. Feeds light dictation of multiple dictators to a single combination dictating-transcribing Magnetic Belt unit.

WE HELP YOU SELL!

Exclusive Franchise



Your own territory guaranteeing you maximum income.

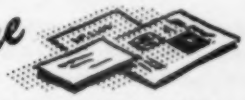
National Advertising

Scheduled to appear in the nation's leading business publications.

Direct Mail

Beautiful four color business reply cards and lead producing sales letters.

Colorful Literature



Colorful, descriptive folders, catalog sheets, mailers, etc.

A CHOICE OF 3 SUPERB, EFFICIENT *PEIRCE* NETWORK SYSTEMS

Network Dictation for Offices With Heavy Dictation Loads

Lowest Cost Network Dictation for Lighter Less Frequent Dictation

NEWEST DEVELOPMENT!
Network Dictation Associated With Your Telephone

It's A Dealer's Dream!

Minimum of Service • Competitively Priced
Attractive Discounts • Exclusive Franchise

PEIRCE
DICTATION SYSTEMS
5900 Northwest Highway • Chicago 31, Illinois

Yes, I want to get the benefits of the exclusive franchise Peirce Dealer Plan. Rush complete information, merchandising kit.

Name _____

Address _____

City _____

Zone _____ State _____

MODERN AS A JET AND SELLS JUST AS FAST

Here's modern comfort for the modern day executive . . . at a price all your customers can afford. Gregson's new 400 series of fine office chairs was designed to meet any executive requirement. Finest hardwood construction, plus 2" ball bearing casters, guarantee long, trouble-free service . . . and there's a finish to suit even the fussiest executive.

So for complete customer satisfaction, make sure you sell office chairs by Gregson.

Available in all oak finishes, and walnut or mahogany on pecan. Upholstered in elastic Naugahyde, top grain leather or buff leather. Also available with all wood arms.

DEALER INQUIRIES INVITED

Gregson

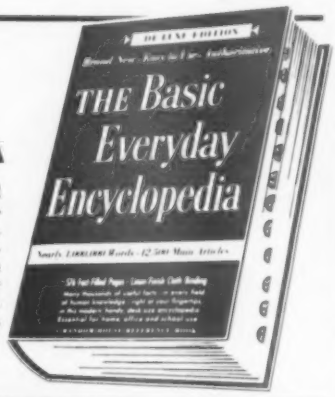
GREGSON MANUFACTURING COMPANY
Manufacturers of Office and School Chairs
LIBERTY, NORTH CAROLINA

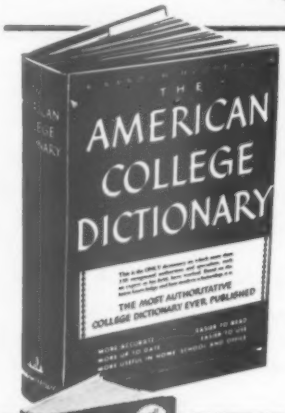
YOUR MOST *profitable* REFERENCE BOOKS

→ *Fastest moving!*
→ *Biggest discounts!*

THE BASIC EVERYDAY ENCYCLOPEDIA

A *brand-new* million-word encyclopedia at the incredible price of only $2.95. The handiest, most up-to-date encyclopedia on the market today—a *must* for every office! De Luxe Edition. Thumb-indexed. Durable cloth binding.





THE AMERICAN COLLEGE DICTIONARY

Constantly revised . . . features all newest words. Clearest, most readable type. Definitions arranged with American meanings first. 27-notch thumb index. 1,472 pages; 1,500 illustrations. *Blue buckram binding, $6.00*

THE AMERICAN EVERYDAY DICTIONARY *only* $1

More than 1,250,000 copies sold! 60,000 entries, illustrated. Thumb-indexed, $1.50.

THE AMERICAN VEST POCKET DICTIONARY *only* 95¢

Sells on sight from this metal counter display rack—yours free on request with orders for one dozen.

RANDOM HOUSE, Inc.
457 Madison Avenue, New York 22, N. Y.

8TH DISTRICT NOTES

IZZY VODA, CORRESPONDENT
2001 S. HANLEY RD., ST. LOUIS 17, MO.

Dave Neuhaus Photos of Christmas Party . . .

1. **Leonard B. Wilcox, president of NSOEA, and Mrs. Wilcox; Ray A. Baldwin, governor District 8 NSOEA; Mrs. Baldwin; Vaughan T. Williams, past governor District 8 NSOEA; Mrs. Williams.**
2. **All from Crowley-Reuter Stationery Co., Kansas City, Mo.**
3. **The Fiddler's, Inc., Kansas City, Kans., Christmas party group.**
4. **All in this group from George E. Baird & Son, Inc., Kansas City, Mo. except Mr. & Mrs. Dan A. MacDougall, Stationers Loose Leaf Co.**
5. **Security Stationery Co., Kansas City, Mo., party group.**

(More photos in succeeding columns.)

The Kansas City Stationers Association and the Midwest Travelers staged a major league triumph when they held their annual Christmas dance last December 10. Hardly had the traditional House of Friendship opened its doors, when the 246 happy guests poured into the dining rooms of the Advertising & Sales Executive Club. Gaiety and excitement pervaded the Yuletide air, for this sparkling event exceeded all attendance records—over 100 more ladies and gentlemen than the festivity of last year!

Each celebrant came bearing a child's toy, and soon the glittering Christmas tree had garnered under its spreading branches, hundreds of gaily wrapped boxes—all destined for a subsequent family party at the Boy's Hotel, the following week.

Sharing the seasonal spotlight, was the guest of honor, our very own favorite son of 8th District, **Leonard B. Wilcox**, now president of NSOEA! The name badges worn by all proclaimed this fact in big red letters, "Leonard Wilcox Night" and what a night it was!

There was a big contingent of out-of-town guests, too, representing Chicago, St. Louis, Omaha, Topeka, Hutchinson and points in Minnesota. Their introduction followed a delectable dinner of roast turkey and all the trimmin's. Then 10 lucky winners drew 10 sumptuous prizes. And last but not least, the dance orchestra took over and highlighted the remainder of this memorable event.

There were some spirited toasts to all the committees in charge,

Speeds Up Record-Keeping!
Speeds Up Sales for You!

CESCO

VISIBLE

Systems & Equipment

Show your customers the many important advantages of having vital records at their finger tips—watch the impressive sales volume that develops!

CESCO is headquarters for complete lines of:

Visible Binders . . .
Accessories . . .
Forms . . .
Indexes . . .
Signals . . .

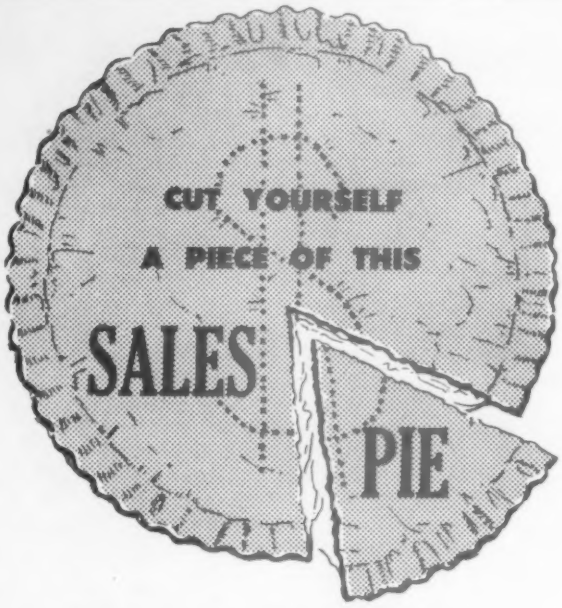
to meet every need.

Request Catalog "G" today—use coupon below!

Established 1900
THE C. E. Sheppard CO.
44-07 TWENTY-FIRST STREET • LONG ISLAND CITY 1, N. Y.
Cesco

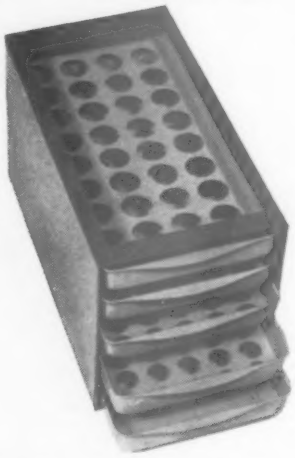
Write for Free Catalog G

THE C. E. SHEPPARD CO.
44-07 21st St.,
Long Island City 1, N. Y.
Please send me without cost or obligation copy of Catalog "G"—Visible Record Equipment.
NAME .....
FIRM .....
ADDRESS .....
CITY..... ZONE..... STATE.....



Be a sales distributor for

KING KOIN SORTERS



Does your firm sell to churches, schools, banks, municipalities, cafeterias, telephone exchanges or vendors? Do you sell to firms that must sort coins? Then you should sell KING KOIN SORTERS!

KING KOIN SORTERS ARE NON-MECHANICAL—THERE'S NOTHING TO GET OUT OF ORDER.

CHOOSE FROM FOUR MODELS:

1. New all plastic five drawer sorter.
2. Steel cabinet with plastic drawers.
3. Steel cabinet with steel drawers.
4. Two drawer parking meter sorter.

All models retail for less than $30.00.

King Koin Sorters take but a minute to demonstrate—and sell. And they sell fast. These are sales facts: St. Paul concern, 300; Baltimore, 200; Pawtucket, 200; Omaha, 300.

Write today for circulars and sales distributor plan to

King Koin Sorter Company

P.O. Box 1043

LINCOLN, NEBRASKA

but the real credit for the biggest and best Christmas party ever held in its seven years of existence goes to **Ray Kline**, as chairman for the Kansas City Stationers, and to **John Lathrop**, his counterpart in the Midwest Travelers. It's too bad Christmas comes but once a year!

Christmas Party "Shots" by Dave Neuhaus . . .

1. **Mr. & Mrs. Clint J. Cooper; Mrs. & Mr. Dave C. Neuhaus. Clint is secretary-treasurer of Midwest Travelers Club and representative of Esterbrook Pen Co. Dave is past president Midwest Travelers Club and manufacturers' representative.**
2. **Bill Cromwell being presented with a new horse shoe stake hammer to replace his, which he claimed was "stolen" at the Fall Travelers' golf outing. Left to right: Cromwell, Eaton Paper Corp., and first vice-president Midwest Travelers Club; Mrs. Cromwell; Ray Kline, Security Stationery Co., Kansas City, Mo., treasurer of District 8 NSOEA; John P. "Jack" Low, Minnesota Mining & Mfg. Co., second vice-president Midwest Travelers Club.**
3. **A. F. "Heine" Sengbusch, mfrs. rep.; Mrs. L. C. Goodhand; Mrs. Lucy Sengbusch; L. C. "Larry" Goodhand, Oxford Filing Supply Co., Inc.**
4. **C. B. "Cort" Horr, Associated Stationers Supply Co.; Walter Kane, National Blank Book Co.; Glen Evans, Columbia Ribbon & Carbon Mfg. Co., Inc.; G. Max Keating, mfrs. rep.; John D. Lathrop, F. S. Webster Co.; L. C. "Larry" Goodhand, Oxford Filing Supply Co., Inc.**
5. **Mrs. & Mr. Tom J. Seward, Speed Products Co., Inc., past president Midwest Travelers Club; Mrs. & Mr. Howard K. Hendricks, Allen Marking Products, Inc., Kansas City, Mo.; Mrs. & Mr. Ray Kline, Security Staty. Co., Kansas City, Mo., treasurer District 8 NSOEA.**
6. **Mrs. Clint J. Cooper; Mrs. Dave C. Neuhaus; Miss Maybelle Bishop, Fiddler's, Inc., Kansas City, Kans.**
7. **Gov. Ray A. Baldwin welcoming the party guests.**

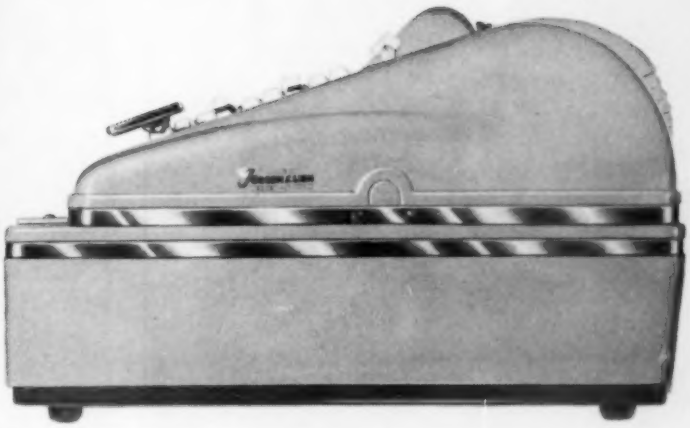
* * * * *

Memo from the Governor's Desk:

"The wonderful turnout at the Kansas City Stationers party leads one to believe that the Witchita convention May 5 and 6 will be one of the best ever. The Sunflower State certainly expects to honor its national president, **Leonard Wilcox**, by turning out in full force."

* * * * *

St. Louis Stationers, 8th Region members and Midwest Travelers express their deepest sympathy to the family of **Robert Lewis**, former



a new concept of cash register design

If there is *one* cash register which fully meets the performance and budget needs of *all* small and medium size retailers—surely it is the magnificent new Regna DeLuxe! A cash register . . . an adding machine . . . a bookkeeping machine—it is ideally suited for the multiple functions of cash protection, cash-credit control and general figurework. Sturdy, precision-built, soft-spoken . . . virtually maintenance-free! And note the Regna's trim, rounded styling: so elegant, compact, unobtrusive. Yet for all this versatility and beauty, the Regna is low-priced, within easy reach of the smallest storekeeper! New manual or electric models with through-colored Carbamide cases in green, ivory and maroon.

Regna can print double cash receipts (one for store, one for customer).

Visible item indication shows clerk and customer individual items, total.

New square-shaped "sculptured" keys are far easier and faster to operate.

A complete stock of Regna parts is located in service centers throughout the U. S.

Electrically and hand operated models with or without indication.

REGNA CASH REGISTER

IN CANADA: Regna Cash Registers of Canada Ltd., 704 Notre Dame St. W., Montreal, Que., and Business Equipment Machines, 489-R King St. W., Toronto, Ont.

OUTSIDE CONTINENTAL U. S.: Jorgen S. Lien, Box 507, Bergen, Norway.

Regna Cash Registers, Inc.
175 Fifth Avenue, New York 10, N. Y.

Gentlemen:

Please send details and prices on the Regna Deluxe Cash Register plus information about becoming a Regna dealer.

Name.....

Company.....

City.....Zone.....State.....

Just one of many . . .

Indiana Chairs

BIG

Results for Retailers

● Volume sales result in profits for you . . . and in comfort and satisfaction for your customers who buy and use Indiana fine wood office chairs. We tell your prospects all about these quality-made chairs in our national advertising program . . . let us tell YOU how you can cash in on this ready-made market—starting TODAY!

Indiana Chair Co. INC.
JASPER, INDIANA
MEMBER OF WOOD OFFICE FURNITURE INSTITUTE

district manager of Dennison Company. Mr. Lewis passed away after a short illness at St. Luke's Hospital in St. Louis.

* * * * *

Dick Fuller, Smead Manufacturing Company, has written an article entitled: "Fines are Fine if Paid on Time." This was endorsed by the Kansas City, Mo., police department.

* * * * *

More Neuhaus Christmas Party Photos . . .

1. All from Federal Stationery Co., Kansas City, Mo.
2. Gallup Map & Stationery Co., Kansas City, Mo., party attendants.
3. Schooley Ptg. & Staty. Co., Kansas City, Mo., party group.
4. Wm. A. "Bill" Froehle, Boorum & Pease Co., president Midwest Travelers Club; V. O. McGauhy, Federal Staty. Co., Kansas City, Mo.; Marc Kitch, Jr., Harry O. Boling Office Supply Co., Kansas City, Mo.; Earl Collins, Rockwell-Barnes Co., president Northwest Travelers Club; John P. "Jack" Low, Minnesota Mining & Mfg. Co., second vice-president Midwest Travelers Club; Owen W. Doss, Associated Stationers Supply Co.

* * * * *

It's a girl for the **Pfisters.** Congratulations, Betty and Art. Uncles Izzy, Dan, Paul and Windy will baby-sit when you come our way. P.S. Uncle Harold and Aunt Ebba Hoffman will probably send our baby a Shetland pony.

* * * * *

Travelers, when in Enid, Okla., visit Cromwell's new modern store at 123 S. Maine St. Best wishes on your expansion.

* * * * *

Senator **Bill Pickering,** Eberhard-Faber, and **Maxwell Anderson,** Oxford Filing Supply Company, spent a quiet weekend together in Oklahoma City recently. Max said he enjoyed it a great deal because Bill had some sandwiches he brought from home.

* * * * *

John Hughes, buyer at Buxton & Skinner, St. Louis, has given us his secret how he stays so young and alert. He exercises on his rowing machine every night before retiring.

* * * * *

An announcement will be made soon by **Ray Kline,** Security Stationers, Kansas City, on the opening of his new stationery store.

* * * * *

Good luck and best wishes to **Glen Sattler** in his new position with Stein Bros., Chicago. Glen and his lovely wife, Marie, are well known in the Midwest stationery industry.

* * * * *

Wallace Pencil Company had its sales meeting in St. Louis,

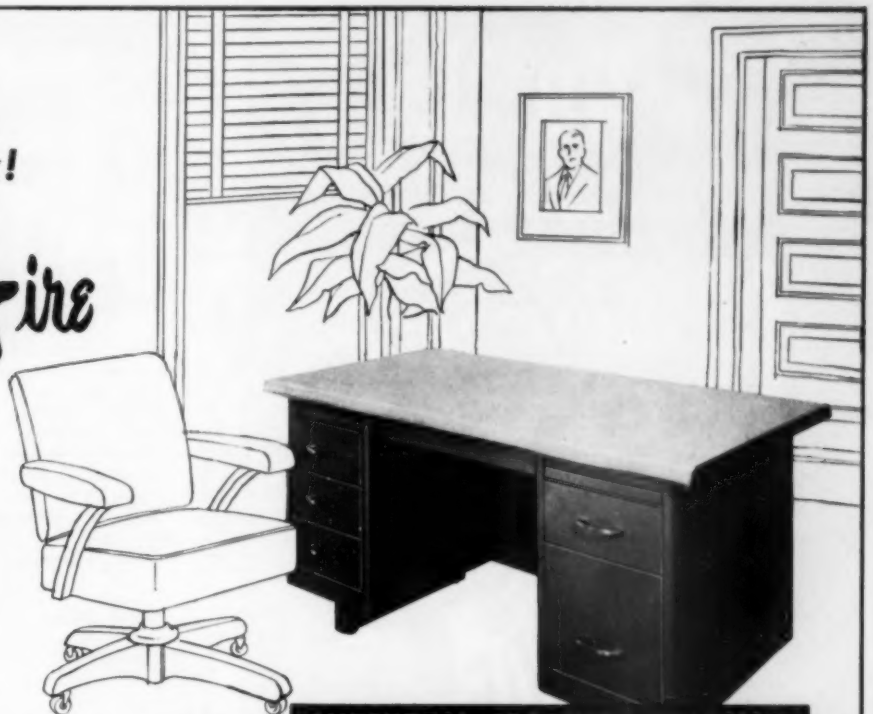
the desk with the custom look!

Fashion-Aire

by

WESCO

Here is real desk distinction—real individual styling that speaks quality; construction features that emphasize durability. Here too is economy that means something to your customer for Wesco has combined low price with features found only in more expensive desks. There is a Fashion-Aire desk for practically any office purpose.



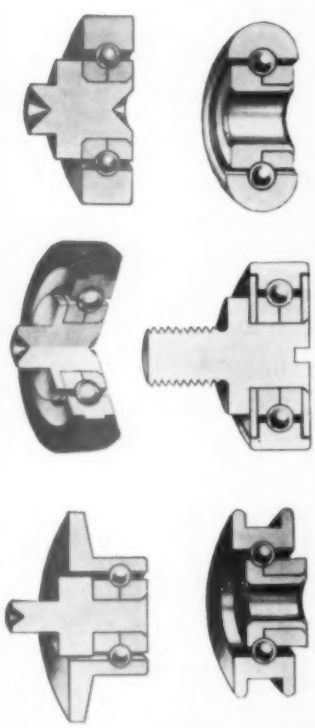
WESTERN MFG. CO. WESCO AURORA, ILL.

WESTERN MANUFACTURING COMPANY
AURORA • ILLINOIS

New York Display and representive
Arthur Gordon Co. Associated
206 Lexington Ave., New York 16, N.Y.

California Warehouse and representive
F. C. Charles, 2436 E. 8th St.
Los Angeles, California

Texas Warehouse and representive
C. W. Kuse, 2414 W. Holcombe Blvd.
Houston 25, Texas



UNGROUND
BALL BEARINGS

For the Office Equipment Industry

KILIAN

Long life and service are assured you because —

1. All component parts are machined from steel bars.
2. Each component part is properly heat treated.
3. Every Kilian Bearing is designed for a specific application.

Neoprene and Nylon tired outer races are available where quiet operation is desired.

Distributors in All Principal Cities ***Catalog on Request***

KILIAN MANUFACTURING CORP.
SYRACUSE, NEW YORK, U. S. A.

ASSOCIATED COMPANIES:

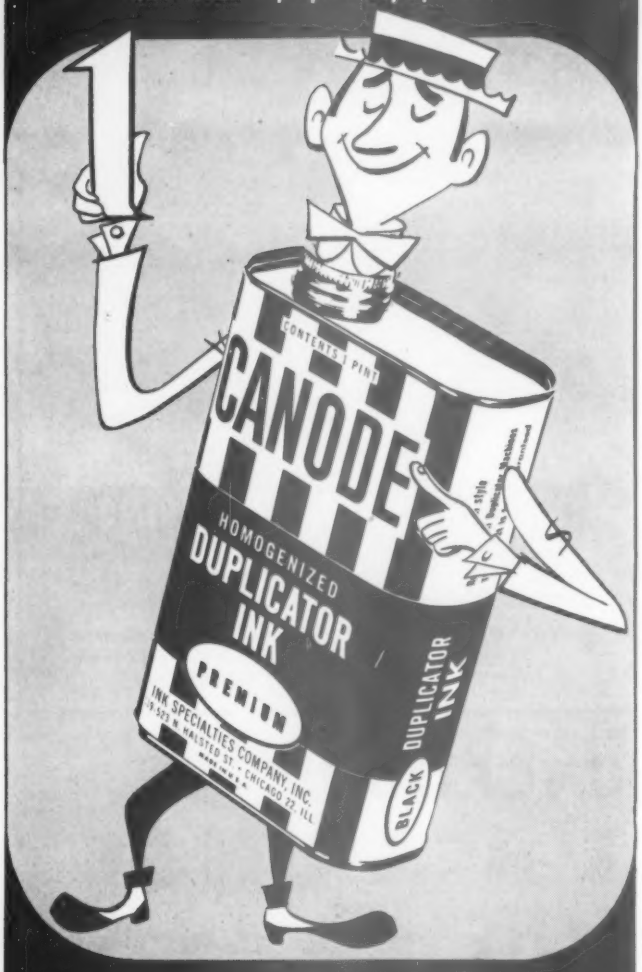
Kilian Manufacturing Corp. (Canada), Ltd.
240 Fleet St. East, Toronto 2B, Ont.

Fischer Bearings (Canada), Ltd.
240 Fleet St. East, Toronto 2B, Ont.

Kilian Steel Ball Corporation
100 Wellington St., Hartford, Conn.

RATED No. 1.....

the premium homogenized duplicating ink that's popularly priced!



CANODE PREMIUM

HOMOGENIZED BLACK

Sells faster because office personnel are well aware that Canode is No. 1 for unsurpassed, professional quality. A laboratory controlled product that daily proves itself the finest, fast-drying, black oil-base duplicating ink on the market today.

- Produces clear, sharp copy
- Minimum penetration
- Minimum offset
- Eliminates cylinder and pad clogging
- For open or closed cylinders in any climate

In pound or half-pound cans

WRITE TODAY FOR DETAILS ON PRIVATE BRAND LABELING

INK SPECIALTIES CO., INC.

519 North Halsted Street • Chicago 22, Illinois

December 5, 6, 7 and 8. All the men drove new cars home, these were furnished by the company.

* * * * *

The House of Wren, Oklahoma City, Okla., has been completely remodeled. Travelers are invited to see the new store.

* * * * *

Leonard Wilcox, Roberts Printing & Stationery Company, President of NSOEA, has been traveling around the country attending executive meetings. He is getting himself in shape for his tours of regionals.

* * * * *

Ray Baldwin, Governor 8th Region, has been working hard on the coming regional in Wichita next May. Let's make it the best ever. Make plans today.

* * * * *

The following 8th Region dealers attended the recent NSSI Meeting in Chicago at the Palmer House:

Wm. Boeppler, Buxton & Skinner, St. Louis, Mo.
Russell Hadden, Blackwell-Wielandy Company, St. Louis, Mo.
Jack Johnstone, Wallace Pencil Company, St. Louis, Mo.
Newell A. Augur, Wallace Pencil Company, St. Louis, Mo.
Rider Edwards, Edwards Press, Osceola, Mo.
John Brain, Omaha School Supply Company, Omaha, Nebraska.
Merideth Gleason, Omaha School Supply Company, Omaha, Nebraska.
Elmer Gillman, Model Publishing Company, St. Louis, Mo.

* * * * *

Gene Glasgow, Federal Stationery Company, Oklahoma City, invites all Travelers to visit the new offices and warehouse when in Oklahoma City. Good luck to you, Gene.

* * * * *

"STAY ALIVE IN '55 FOR WICHITA"

9TH DISTRICT NOTES

ART CARROW, CORRESPONDENT
4423 N. ROSENEATH DR., HOUSTON 21, TEX.

Are you talking up the 9th Region Meeting in Little Rock to be held at the Marion Hotel on April 20-22? Remember, Governor **Jack Perdue** is pushing for 555 in '55.

* * * * *

Just have been notified that our good friend, **Wade W. Scott**, of Houma, La., passed away. I have just finished reading again a very comforting letter from him, which I received when my spirits were low. Our deepest sympathy goes to Mrs. Scott, who will continue the business of Scott Printing & Stationery Company.

* * * * *

How many of you remember **A. H. "Andy" Penland?** Ran into him on the street recently and found out that he is in the jewelry business at Church's, 624 Main St., Houston.

* * * * *

Grandparents **Jo** and **George Rollosson** are in their glory again. A son has been born to **Bob** and **Elaine Rollosson.** So there has been added another junior salesman to the firm of Geo. Rollosson & Son at Crowley, La.

* * * * *

Neil Friend, who travels the South for Yawman and Erbe Manufacturing Company, was married on Nov. 12 to **Mabel Lee Wells** of Greenwood, Miss. They are now at home in the city of Greenwood.

* * * * *

Alfredo Salinas and his brother, **Jose**, have resigned from G. & S. Office Supply at Laredo, Tex., and formed the National Office Supply Company, opening up at 1006 Hidalgo St. in Laredo. **J. C. Trevino** is associated with the business.

* * * * *

Dick Smith has taken over the buyer's desk at Barefield-Capitol Printing & Stationery Company in Jackson, Miss. **Homer Best** and **Bill Coulson** are outside salesmen. Homer Best was formerly associated with Best-Allen Office Supply Company.

* * * * *

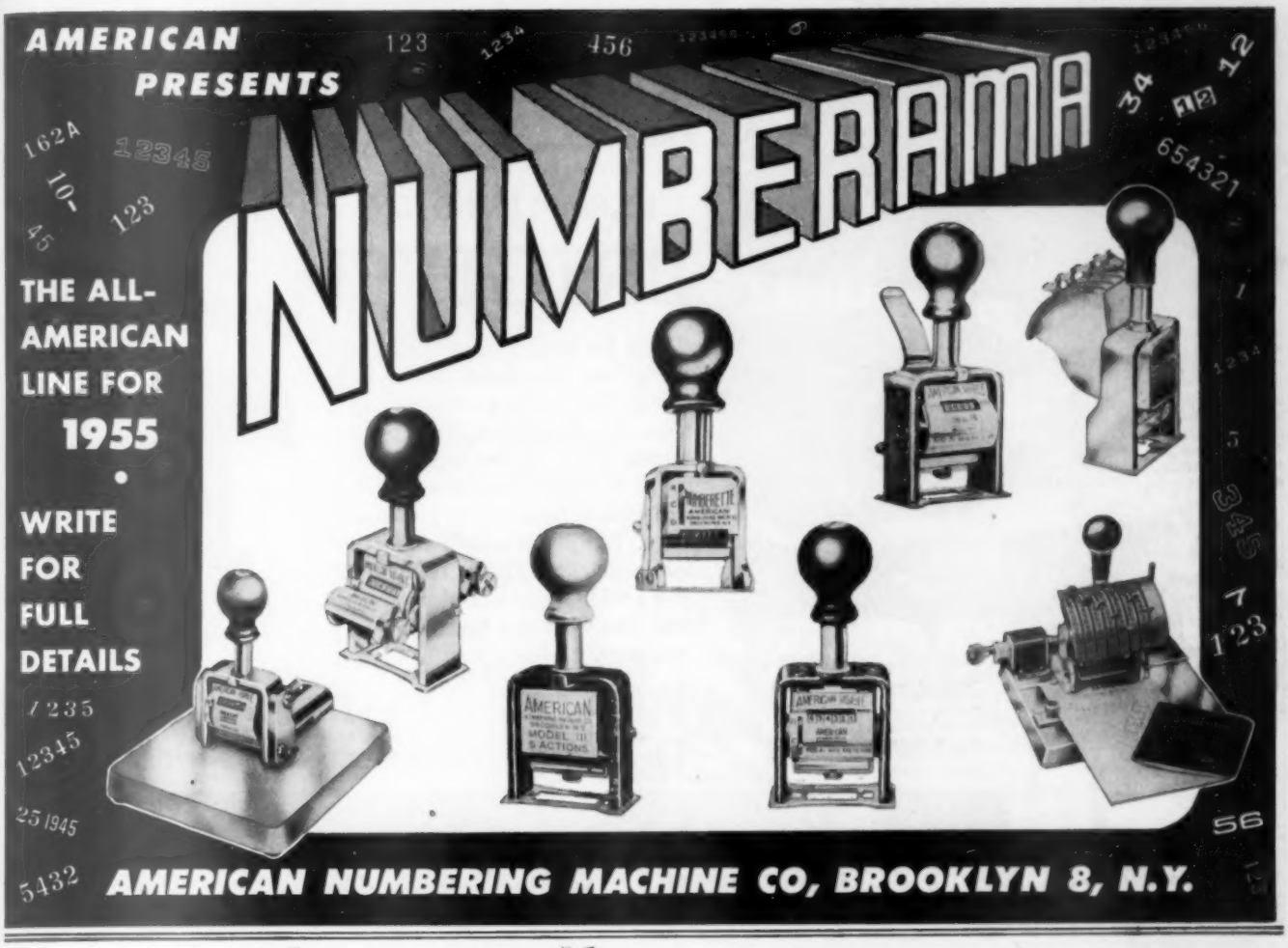
W. S. (Tommy) Thompson has been appointed assistant branch manager of the Kansas City branch of Mittag & Volger. Tommy is known throughout Texas, where he has represented Mittag & Volger for four years. **Wallace C. Stephens** of Dallas will replace Tommy in Texas.

* * * * *

Edwin McNeil, for many years in the stationery industry with Standard Printing Company and Jordan Stationers in Alexandria, is now store manager for Caddo Office Supply Company in Shreveport, La.

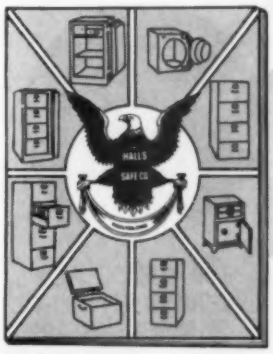
* * * * *

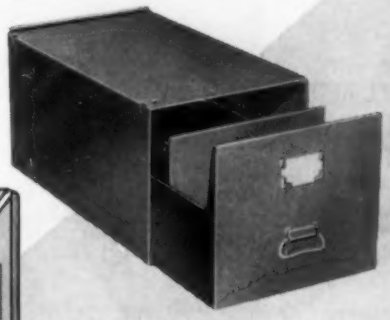
Ernest Allen has assumed complete ownership of Best-Allen Office



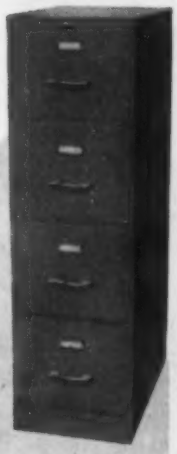
So Much to Tell – So Much to Sell – in the 1955 Hall's Line

We can't begin to do justice in an advertisement to the completeness of the Hall's line of safes and filing equipment, so we illustrate just a few of the products here and invite you to write for a copy of our new catalogue, now in the printer's hands. You'll find it full of suggestions for increasing your sales and profits in an ever-expanding field. Just say, "Send me the new Hall's catalogue." It's free, and your request places you under no obligation.





Steel Transfer File —units lock together, can be stacked to any height



Economy File — World's greatest value in a filing cabinet

Fire-Insulated Safe — one of complete line; now available in 3 smart colors—Hammered Gray, Stylite Tan and Mist Green

THE Hall's SAFE CO. INC.

1100 S. ERIE BOULEVARD HAMILTON, OHIO

Successor to the Hall's Safe Co. of Cincinnati, Ohio

CRAFTSMANSHIP

EXEMPLIFIED BY

BRIGHT!

NO. 1025 SOFA

Width Overall . . . . . 72½"
Between Arms . . . . . 65"
Depth of Seat . . . . . 23"
Height of Back from Seat . . . . . 17"
Height Overall . . . . . 33½"
Depth Overall . . . . . 34"

NO. 200½ REVOLVING CHAIR

Width of Seat Overall . . . . . 22½"
Between Arms . . . . . 20½"
Depth of Seat . . . . . 18½"
Height of Back from Seat . . . . . 16"

NO. 200 ARM CHAIR

Styled for perfect harmony. Fashioned for luxurious wear. Customed for lasting comfort and pleasure. Priced for every buyers purse. These are the factors which make BRIGHT creations a joy and satisfaction to every one who buys. In a large selection of genuine leather and Elastic Naugahyde and a wide range of styles you will find just what you want for every customer.

NO. 90 EXECUTIVE POSTURE CHAIR

WRITE FOR CATALOG!

133 BLEECKER ST. NEW YORK 12, N. Y.

Bright CHAIR COMPANY · INC.

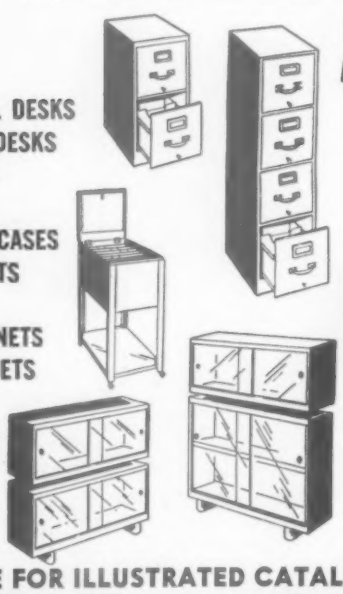
MANUFACTURERS OF *Upholstered Leather Furniture*

BEST SELLERS IN STEEL OFFICE EQUIPMENT . . .

DURABLE is first for GOOD QUALITY at LOWEST PRICES!

Prime Steel • Electrically Welded • Non-Suspension • Ball Bearing • Compressor Follow Blocks
Aluminum Pulls • Finished in Standard Grey or Green Permanized Baked Enamel

EXECUTIVE STEEL DESKS & SECTIONAL DESKS
FILING CABINETS
BOOKCASES
SECTIONAL BOOKCASES
STORAGE CABINETS
ROLLER FILES
TELEPHONE CABINETS
SPECIALTY CABINETS

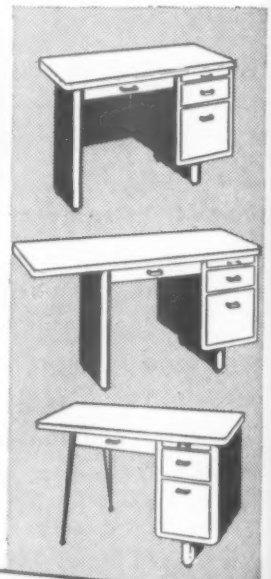


IT'S NEW!
Low Priced
MODERN EXECUTIVE DESK

#90PS

- STEEL TOP, LINOLEUM COVERED, TRIMMED WITH ALUMINUM EDGING
- Heavy gauge furniture steel
- Smooth sliding drawers with roller bearings
- Satin finished aluminum hardware
- Adjustable height
- Modern recessed back
- Standard grey or attractive desert tan.
- Desk Top—53"x25½" Full Body Depth—24"

★ FOR DURABILITY, MODERN EFFICIENCY, WORKING COMFORT



WRITE FOR ILLUSTRATED CATALOG #11 AND DEALER PRICE LIST.

Carefully Packed in Individual "DURABLE" Cartons
•
PROMPT SHIPMENT

DURABLE METAL PRODUCTS CO.

1709 ST. MARKS AVE., B'KLYN 33, N. Y. • HYacinth 8-1188

Supply Company in Jackson, Miss., and will operate as Allen Office Supply Company in the same location.

* * * * *

Office Equipment Manufacturing Company has been established at 2208 Summer St., Dallas, Tex., for the manufacture of the new Permafile storage boxes. My information is that **James T. Pryor** is the bossman and that our old friend **Perce Lowery** of Capitol Printing Company in Austin holds the patents.

* * * * *

After many years of loyal service in charge of the stationery division of Carpenter Paper Company in Fort Worth, Tex., **James K. Lemons** reported January 1 as assistant to **Ralph Moser** in Omaha, Neb. **Bill Sullivan**, of Council Bluffs, Iowa, where he was with Ainsworth Printing & Office Supply, has taken over Jimmie's desk at Fort Worth. Congratulations James, we hate to see you leave, but you cannot keep a good man down. Also, a good old Texas welcome to Bill Sullivan.

14th DISTRICT NOTES

Jack Ellis, Correspondent
Box 722, Manhattan Beach, Calif.

1955 is with us. The holidays are over and the rounds of parties held in this "Garden of The Gods" by both Travelers and dealers are pleasant memories.

On December 8 the dealers entertained the Travelers at the Beverly Hills Hotel. It was a dinner dance party, and I may add well attended by the salesmen as it was free with squab under glass served with all the trimmings. Our buddy and Traveler **Roy Baughman** (American Crayon Company) was our vocalist, and I must say, outside of myself, I have never heard better.

* * * * *

George and **Ruth Lazier** were the two happiest people I have ever seen the first week of December. Why not? They were leaving for Europe on a month's vacation and were going to spend Christmas with their son, **Lt. Wm. Lazier** USAF in England. Happy Landing, kids.

* * * * *

The Travelers' party was held December 17 at Mike Lymans and was well attended. **Dick Kirkpatrick** was elected president and I may add, Dick is sleeve Irish. If anyone doesn't know what sleeve Irish is, write me.

* * * * *

Bud Purdy is working hard on the sales rally for January 23, and if Bud's efforts are an indication of the success of the party, it will be the best yet! Our old buddy **Wilson "Curly" Turner** is now relieving **Rus Davis** of a lot of work at the Alhambra Office Supply. Lots of luck, "kid."

Sam Bullock, a long time friend of many Travelers, now is doing the buying at Los Angeles Stamp & Stationery. Sam is capable and our best wishes are with him.

* * * * *

I limped into the A. C. Vroman Inc., Pasadena, Calif. around the first of the month and almost fell over as I walked smack into **Norma "Gorgeous" Cooke**, the Salem, Ore., dealer. If wet weather makes one so attractive, I want to go back to Oregon.

* * * * *

Was surprised to have a call from **Herb "The Fingel Kid" Morgan** last night. He and **Edith**, his wife, are down here to get out of the miserable weather, and call on dealers.

"The Fingel Kid" and Edith live in our northern suburb "Frisco." Before the turn of the century "The Kid" homesteaded in Fingel, N. D. where he got his name.

* * * * *

I sure feel sorry for you folks that live in the other 47 states. The weather is beautiful here, and business is terrific.

The only salesman I have heard squawk is the Prestone Anti-Freeze man. I asked him why his firm should have a representative down here and he said he only covered one county and that was in Northern California and 14,000 ft. high. He was down here to get some oxygen.

* * * * *

Joe Davis and family are spending this week in Palm Springs. Joe and his family deserve this rest as Joe is one of the hardest working peddlers in this area.

"Wild Bill" Hageldorn and his attractive red-headed wife are also down Palm Springs way. "Wild Bill" is another deserving soul. I don't know why I stay home.

Sorry to cut this short, but my wife has informed me it is sun bathing time!

* * * * *

"Down Here Where The Hand Grip Is A Bone Crusher"

SERVICE-WISE
dealers count on
SHIPMAN-WARD

for the QUICK SERVICE that enables them to give **their** customers better service on

EVERYTHING IN THE OFFICE MACHINE FIELD!

SERVICES

- **Platen Recovering**
  Rubber by B. F. Goodrich
  Double Wall Cushion
- **Feed Roll Recovering**
- **Cork Platen and Feed Roll Recovering**
- **Refinishing**
  Wrinkles—Enamels—Hammerloids
- **Welding**
- **Retyping**
- **Chrome and Nickel Plating**

ELECTRIC TYPEWRITER REBUILDING SERVICE
and REBUILT ELECTRIC TYPEWRITERS

NEW OFFICE MACHINES

- **Portable Typewriters**
- **Adding Machines**
- **Cashiers**

PARTS and SUPPLIES

- **Replacement Parts**
  Typewriters—Adding Machines
- **Tools**
- **Shop Supplies**
- **Ribbons**
- **Carbon Paper**
- **Office Machine Stands**
- **Dust Covers**

For complete details on all supplies and services,
WRITE FOR FREE CATALOG NO. 54!

SHIPMAN-WARD MFG. CO.
Main Office: 325 N. Wells St., Chicago 10, Ill.

Established 1892

Branches and Agencies

Shipman-Ward Mfg. Co., Inc.
425 W. Walnut St.
Springfield, Missouri

Randmar Platens & Parts Ltd.
46 St. James St. West
Montreal, Quebec, Canada

Cleveland Typewriter Co.
1709 Euclid Ave.
Cleveland 15, Ohio

Crescent Typewriter Co.
407 St. Charles St.
New Orleans 12, Louisiana

O'Donnell-Brennan
3235 Powelton Ave.
Philadelphia 4, Pennsylvania

The Most Complete Line of High Quality Desk and Industrial Staples on Earth!

Write for full information concerning the new Victor desk stapler —today's best value in stapling machines.

IMMEDIATE SERVICE
AT ATTRACTIVE PRICES

VAIL MANUFACTURING COMPANY
900 East 95th Street Chicago 19, Illinois

SEEN & HEARD IN SOUTHERN CALIFORNIA

by J. EDWARD TUFFT,
2012 Huntington Dr., S. Pasadena, Calif.

The regular dinner meeting of the Southern California Office Furniture Association was held December 6 at Levy's Grill, 617 S. Spring St., Los Angeles.

Thirty members were present, a special welcome being given to **Ed Navarrete** of the National Office Furniture Company who had not been present for some time. **Floyd Fenn**, president, presided.

Frank Booz presided over that portion of the meeting devoted to the election of officers. The report of the nominating committee was submitted by the chairman, **Denny O'Hern** and was accepted unanimously.

The 1955 officers are as follows: president, **Leo Hawkins**, Gilmore Desk and Safe Company; **Vaughan Howard**, Los Angeles Desk Company, vice-president; **Ruth Warden**, McDowell and Craig, secretary-treasurer. The following members were appointed directors: **Floyd Fenn, Denny O'Hern, Earl Sheffer, Carl Draper, George Neilson, W. H. Jones, Joe Lenihen, Elmer Green, Morris Piltzer,** and **Ed Navarrete.**

* * * * *

President Fenn announced that **Bernard Nemlich**, president of NOFA would pay a visit to Los Angeles in January. In his concluding remarks Mr. Fenn paid high tribute to **Leo Hawkins**, newly elected president who served as vice-president during his term of office, and he thanked all officers and board members for their fine cooperation. Mr. Fenn, in turn, was given a vote of thanks for his work during 1954.

* * * * *

The annual Christmas party was held in the Biltmore Bowl at the Biltmore Hotel December 10, with 100 present, the event taking the nature of a dinner dance and floor show. The retiring president was presented with a gavel and a large leather scrap book.

* * * * *

The January meeting is slated for Friday, January 14, at Levy's. **Bernard Nemlich** is to be the special guest and give the main address. The national president, proprietor of the Regan Office Furniture Company, New York City, is accompanied by his wife. They will visit in San Francisco as well as take a short vacation at Palm Springs.

Mr. Fenn reports that there was a substantial increase in membership of the Southern California OFA during the past year and that the average attendance at the ten monthly meetings ran well above that of any previous year.

* * * * *

The Los Angeles Chapter of the National Association of Cost Accountants at its third technical session held recently at the Elks Club in Los Angeles was addressed by **C. Howard Knapp**, an internationally known leader in the field of industrial accounting. His subject was "Operating Reports for Executives." He illustrated the practical approach to effective reporting and the reduction of manufacturing costs through these "tools" of management.

Mr. Knapp has served as assistant controller for the United States army and is a past president of the national association.

Incidentally, the Los Angeles Chapter is in the midst of a drive to attain a membership of one thousand.

* * * * *

"Revolutionary Changes in the Tax Law" was the theme discussed at the fourth regular meeting also held at the Elks Club. The speakers were **Dean S. Butler**, associate in the law firm of Willis & MacCracken, Los Angeles, and **William Miller**, manager of the tax department of Price-Waterhouse & Company, Los Angeles.

Franchise Clary Dealer in West

Barnum & Flagg Company, of San Bernardino, Calif., one of the West's oldest office equipment and supply houses, has been franchised as the exclusive dealer for Clary adding machines and cash registers in the San Bernardino area, the Clary Multiplier Corporation recently announced.

The company, established in 1881, opened branch headquarters last June in nearby Riverside, Calif., and was appointed Clary dealer for Riverside county. Ernest Martin is vice-president and general manager of Barnum & Flagg, whose San Bernardino store and main offices are located at 439 Court St.

the Ultimate

IN BEAUTY...
QUALITY...
LUXURY

designed by modernize

No. 0701 3-Piece Sectional
Foam Rubber Seat and Back
Wall Saver Back Legs

0701 END—Width 25"
0702 ARMLESS CENTER—Width 23"
0701 END—Width 25"

ALL PIECES
Height 30"
Depth 29"
Seat Depth 21"

UPHOLSTERED FURNITURE FOR OFFICES, HOTELS AND INSTITUTIONS

Write for New Full Color Catalog

Available in
- Genuine Leather
- Elastic Naugahyde
- Decorator Fabrics
- Textured Plastics

modernize INC.
666 Lake Shore Drive • Chicago 11, Illinois Factories in: Chicago and Grand Rapids

SPEE-D-ADA says:

You can sell lots of
DENNISON ADDRESSING LABELS

✔ 33 labels (size 2 13/16" x 1") on 8½" x 11" sheet.

✔ Accurate spacing for quick typing.

✔ Clean-cut perforations free from dust and pods.

✔ Dennison quality stick-tight gumming.

✔ Make up to four carbon copies.

✔ Make multiple copies on duplicating equipment.

✔ Convenient 25 sheet or economical 500 sheet packages.

...for addressing advertisements, samples, bulletins, catalogs, announcements, monthly statements, all kinds of direct mail.

Just show your customers how Dennison ADDRESSING LABELS will save them time and money.

ORDER YOUR SUPPLY OF
DENNISON ADDRESSING LABELS
TODAY!

Dennison
MANUFACTURING COMPANY
Framingham, Mass.

MENDING TAPE • GUEST TOWELS • CREPE PAPER • GIFT WRAPPINGS

TAGS • LABELS • SEALS • REINFORCEMENTS • INDEX TABS • PHOTO CORNERS • STAMP HINGES

a *streamlined* service for "Specials!"

- **No long waiting period**
- **Extra fast delivery assures customer satisfaction**

Fast service on "Special" binders helps FAULTLESS dealers build customer good will and extra profits. Your orders for "Specials", whether large or small, are handled by a separate department whose sole responsibility is to expedite fast manufacture and shipment.

Just as it's common practice to ship orders for FAULTLESS stock items *within a day or two,* it's routine to ship "Specials" with stock metals *within a week.* Special metals, of course, take a little longer.

Take advantage of this *streamlined service!* It's a big "extra" you can offer your customers with complete confidence in both our desire and ability to deliver "Special" FAULTLESS binders in record time.

FAULTLESS
REG. U.S. PAT. OFF.

STATIONERS LOOSE LEAF CO.
MILWAUKEE 1, 524 NORTH BROADWAY
NEW YORK 3, 114-116 EAST 13TH STREET

the fire is out!

Yes, Orna-Metal is happy to announce that reconstruction of Plant #2, which was partly destroyed by fire, has now been completed and production resumed. While we cannot offer immediate delivery on all models, E-601 Executives and S-602 Secretarials will be available, with other models to follow as quickly as possible.

All of us here at Orna-Metal are deeply grateful for the magnificent cooperation we have received from our dealers. Your assistance and understanding was truly wonderful.

Edward D. Hirsch
President

C. R. Ehrmann
Sales Manager

ORNA-METAL, INC. • ST. LOUIS 4, MISSOURI

AUSTRALIAN NEWS

W. BEECHAM, Correspondent
Box E256, G.P.O., Perth, W.A.

The **Australian Council of Furniture Manufacturers** and the **Furnishers' Federal Council** have combined to make representations to the Federal Treasurer on the injustice caused by sales tax on office furniture.

The industry understood, in the first place, that the recent reduction in sales tax from 12½% to 10% was intended to cover all types of furniture, irrespective of its use. But correspondence exchanged between the furniture industry and the Commissioner of Taxation elicited the following explanation:

"Sales tax reduction to 10% is confined to furniture of a kind ordinarily used for household purposes, but there is no reduction for furniture of a kind used only in offices."

* * * * *

An inquiry: "What rates of duty should be imposed on pen nibs, classifiable under tariff item 346 (C)?" is to be publicly held shortly.

Eastford Pens Pty. Ltd., of Leura, New South Wales, will request "that all imported steel and brass pen nibs and all types of stainless steel fountain pen nibs be made dutiable at the rate of 30% ad val."

The Australian Association of British Manufacturers, Melbourne, however, will request "that there be no increase in the rates of duty."

* * * * *

An issue of 200,000 ordinary shares of 10s. each offered recently for public subscription by **Bouchers Industries**, of Scarboro Beach Road, Osborne Park, Western Australia (manufacturers of steel office furniture) has been over-subscribed.

* * * * *

"The question of high internal costs is the most pressing problem facing manufacturers in Australia today," says **C. J. Harkness**, president of the Associated Chambers of Manufacturers.

"Because of high costs of production, Australian manufacturers are losing to other countries some export markets for manufactured and processed goods, despite the benefit of the depreciated exchange rate. In addition they are being undersold in some home markets despite the present tariffs, and despite exchange rate being, in many cases, against the importer.

"This state of affairs has been brought about by the effect on costs of reduced working hours, increasing wages, heavy penalty rates for overtime, relatively low productivity, many payments for unproductive times, and active and passive resistance to payment by results."

* * * * *

A leading Sydney business executive, **John G. Hurley**, however, says that Australians, despite opinions to the contrary, do know how to work and to earn a fair day's pay.

"They also know how to spend and save for a better way of life," he says. "Indeed, they show an increasingly balanced approach to work, home life, health and sport."

"The mainspring of Australian life still is free enterprise, which since 1945 has found jobs for half a million salary and wage earners, and spent £3,000,000 on new factories and machinery and in extending productive, distributive and other facilities."

* * * * *

In the first two months of the current trading year—July and August—Australia had a dollar deficit of £7,910,000, compared with a deficit of only £1,281,000 in the corresponding two months of the previous year. Deterioration was mainly due to a heavy increase in dollar imports, which were valued at £15,094,000 compared with the £9,798,000 of July and August, 1953.

* * * * *

Australian building has gone ahead solidly of late, and at last new office buildings are being erected in the major cities and towns. This has resulted in a solid increase in sales of office equipment and distributors in general report nice business. In addition there is a solid swing towards mechanization of office procedure, which is all for the good of the office appliance industry.

J. A. Crow Retires at Topeka, Kans.

J. A. Crow, secretary and manager of the Hall Stationery Company, Topeka, Kans., retired January 1 under provisions of the firm's profit sharing plan which makes retirement compulsory.

Mr. Crow was only 13 years old when he started work for the firm in 1902.—GMH

IT'S NEW!

There Is Nothing Else Like It!

CONSOLIDATED'S NEW LINE

Of Reproduction-"Back-Up"

CARBON PAPER

AND

INKED RIBBONS

FOR PHOTO-COPY EQUIPMENT!

Made By A New Secret Process!

Already Tested And Approved!

Leading Manufacturers of white print processing equipment have thoroughly tested Consolidated's new line and give it their unqualified approval. (Names supplied on request.)

Prints Are Always Clear And Distinct

Consolidated's new carbons and ribbons make the impressions on the Original Copy truly opaque and thus give clearer, cleaner, sharper and more uniform copies.

Masters Filed Without Carbon Smudging

The Original copies made with Consolidated's new Carbon Paper may be safely filed with other material without danger of messy carbon offset.

Is A Potent Door Opener And Big Profit Maker!

It takes only minutes for you to show your prospects how these better "Back-up" Carbons and Opaque Ribbons will produce clearer, cleaner, sharper and more uniform copies with their present equipment. As a door opener, to the largest accounts, and as a new business getter, this new line has no equal.

Start This NEW PROFIT-MAKER WORKING FOR YOU!

WRITE TODAY

For Samples, Details, Literature, Prices!

CONSOLIDATED RIBBON & CARBON CO.

Manufacturers of a complete line of Carbon Paper, Carbonized Rolls, and Inked Ribbons for all Office and Office Machine requirements. Established 1893.

2902 W. Medill Ave. Chicago 47, Ill.

you can sell

BUSINESS FORMS

at a profit!

STATIONERS CAN AND DO SELL BUSINESS FORMS at a profit. The easiest way is the Hano way . . . a complete line of Continuous and Snap-a-part Forms . . . with full Dealer protection.

Hano Forms carry your imprint, are shipped under your label and billed to you. You will find new profits in this top-quality line . . . no headaches! Like other Hano Dealers, you'll keep your Specialized Forms Business away from competition. NOW is the time to start . . . look into a Hano Dealership.

This colorful 8-page folder shows the complete line of Hano Business Systems . . . including Snap-a-parts, Continuous Carbon, and Autographic Register Forms. Available on request to established Stationers in the South, Southwest and Midwest.

General and Sales Offices: HOLYOKE, MASSACHUSETTS

Warehouse and Branch Plant MT. OLIVE, ILLINOIS

PRINTED MANIFOLD SYSTEMS SINCE 1888

PHILIP *Hano Company* INC.

CANADIAN NEWS

Our Industry Across the Border by Special Correspondence

Quebec City office equipment dealers are planning on taking part in a repeat this April of last year's successful local equipment show. Dealer participation is being arranged by **Max Katkin**, Quebec City representative for Monarch Safe & Equipment Co., Montreal.

* * * * *

A retailer in the office supply trade related some of his experiences over a period of nearly a half-century when **Tom Stiles** of Costain-Stiles-Langforth, Ltd., London, Ont., talked to members of the Stationers' Guild Club of Toronto mid-January. His subject: "This Business of Ours."

* * * * *

H. F. Van Gorder, director of methods and planning, U. S. Steel Corp., will be guest speaker this month before Toronto chapter, National Office Management Association when its members join with members of the Systems and Procedures Association, Toronto chapter, at dinner. Mr. Van Gorder will discuss "Integrating the Office for Electronics—Common Language Machines." Several of the machines recently developed by the industry for the processing of five channel tape will be demonstrated.

* * * * *

Canadian members of NOMA are taking the lead in planning the exposition and conference scheduled for the international organization's 152 chapters in the U.S. and Canada for Toronto next May. The 1955 NOMA conference will be keyed to the current problems of the nation's business and industrial offices.

Chairman of the big event will be **H. J. Stowe**, Toronto. **W. I. Markle**, Underwood, Ltd., Toronto, is a member of the exposition and conference committee. **John Crawford**, Montreal, is chairman of the Awards Committee. He is a past-president of NOMA and a member of the association's honorary council. National NOMA officers participating in the conference planning include first vice-president, **J. C. Hodges**, Montreal, and two national directors, **W. Aitken**, Winnipeg, and **T. C. Sherwood**, Vancouver. Already exhibit space at the business equipment show has been subscribed to the extent of 63%.

* * * * *

Stanley G. Haynes has been appointed controller, Acme Carbon & Ribbon Co., Ltd., Toronto, the directors of Burroughs Corp., the parent company, announced. Mr. Haynes retains the titles of assistant secretary and assistant treasurer, Acme's general manager, **W. J. Glendinning**, said.

* * * * *

W. H. Layzell, managing-director, Addressograph-Multigraph of Canada, Ltd., Toronto, has announced the appointment of **G. J. Morgan** as branch manager of the addressograph division, and **J. A. Lukasffy**, as branch manager of the multigraph division in the British Columbia territory.

* * * * *

Six new franchise dealerships in Canada for the sale of Kellogg intercommunication systems have been announced by Kellogg Switchboard and Supply Co., Chicago. New dealers are Baldwin International, Ltd., Toronto; Canadian Algor, Ltd., London, Ont.; Interprovincial Sales, Ltd., Halifax, N. S.; George M. LaTour, Quebec City; Ottawa Typewriter Co., Ltd., Ottawa, Ont.; O. M. Grieg & Co., Vancouver. Kellogg is a division of the world-wide International Telephone & Telegraph Corp.

* * * * *

Another new entrant to the trade in Canada is P. Leiner & Sons, London, Eng., who have purchased a 10-acre site near Cobourg, Ont., for a proposed Canadian branch plant. Canadian distributor for the firm is **Natural Products Corp.**, Montreal.

* * * * *

The Sudbury, Ont. firm of office outfitters, Muirhead Stationers, established 38 years ago in that city, is now expanding its business activities. A new sales and service office is being located in the company's new Larch St. building. This will provide the firm with three floors of space and installation of a modernly-equipped department with facilities to service all makes of business machines.

* * * * *

Hugh Simpson, one of the most colorful dealers in the trade in Canada, head of the firm of H. M. Simpson Co., Charlottetown, P.E.I., has been undergoing treatment at Victoria hospital in London, Ont.

* * * * *

A new retail firm dealing in office equipment and supplies in the Montreal area is **Roger Denis'** new company, bearing the title of

FREEDOM from FATIGUE

JASPER CHAIR COMPANY'S EXECUTIVE POSTURE CHAIRS MEAN COMFORT ALL DAY LONG!

No. 886

Certified Office Planning Service

A passport to day-long comfort . . . four way adjustments assure perfect fitting to the individual . . . foam rubber upholstery for cool, comfortable seating . . . perfect support in both working and relaxed positions.

Illustrated: Chair No. 886

THE RIGHT CHAIR AT THE RIGHT PRICE

Jasper Chair Company

JASPER, INDIANA

JASPER CHAIR COMPANY · JASPER-INDIANA

REPRESENTATIVES: GEO. A. LITCHFIELD, SALES MGR.

FRED & GEORGE C. DEUTSCH (SOUTHWEST) 7207 NORTHAVEN RD. DALLAS, TEXAS

R. A. BROWNE, (WEST) 2925 REVERE AVE. OAKLAND, CALIF.

R. J. FREEMAN AND JOHN R. FREEMAN (EASTERN) 385 MADISON AVE. NEW YORK, N. Y.

JAMES S. FOWLS, (SOUTHERN) 327 SUNSET DRIVE, NORTH ST. PETERSBURG, FLORIDA

JACK S. DORAN (NORTHWEST) 2925 REVERE AVE. OAKLAND, CALIF.

W. H. BROWN (CHICAGO-MIDWEST) 666 LAKE SHORE DR. CHICAGO, ILL. SPACE 844

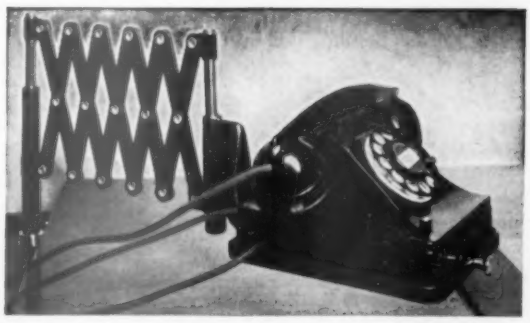
WOOD OFFICE FURNITURE INSTITUTE

HANDY "GLIDEX"

TRADEMARK® 571978

TELEPHONE BRACKET

A Stable Seller the Year 'Round



Saves desk space—swings in any direction—Keeps phone in easy reach yet out of way—The only bracket made to hold present models.

Made of strong, durable steel. Extends to 30 rigid inches. Closes only 9 inches. Various types of mountings available for attaching to wall, desks, table edges, side of tables, etc. Nothing to get out of order. Eliminates nuisance of phone cord mussing desk papers.

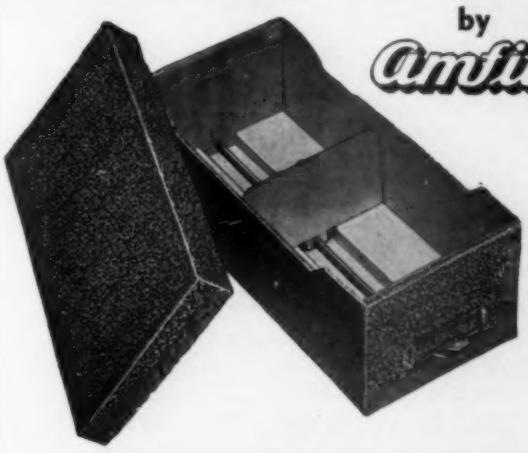
WRITE FOR ILLUSTRATED LITERATURE AND DEALER'S PRICES

GLIDEX CORP.

4538 W. ROOSEVELT ROAD, CHICAGO 24, ILL.

AGATE CARD INDEX TRAYS

by amfile



Neatly finished with traditional agate paper covering. Each has 1,000 card capacity. Wonderfully well made of heavy binders' board, metal reinforced to last a long time. Has spring latch steel follower on metal rod. Label holder on front. Length 11⅞".

Stock No.	For Cards		Carton pack
C135	3" high x 5" wide		12
C146	4"	6"	12
C158	5"	8"	6
C169	6"	9"	6
C159	4½"	9"	6

Write for prices and dealer discounts

amfile EST. 1868

AMBERG FILE & INDEX CO.
Kankakee, Ill.

OUR Autographs® NAMEPLATE

ON THIS!

SOLD THIS!

LIST PRICE $300

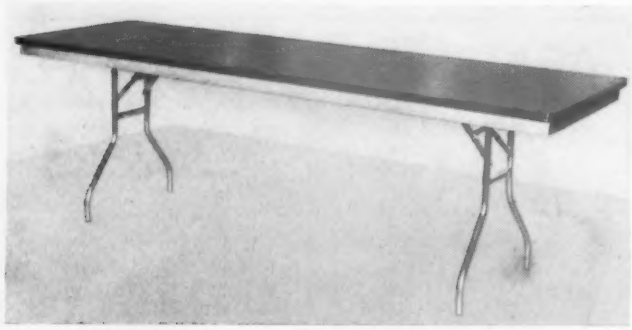
"Our name sells for us every day of the year because we put "AUTOGRAPHS" on everything we sell and service! Our "AUTOGRAPHS" on a typewriter we repaired, for example, brought us a buyer for a $300 Victor Electric Adding Machine. Because every "AUTOGRAPHS" is a salesman, our sales staff grows with every business machine, chair, desk or file that we sell! Our best prospects, our customers, can't forget the Davenport name. Thanks to the name circulation that "AUTOGRAPHS" are giving us, we're selling more equipment than ever before . . . also more carbon paper, ribbons and service. Your sales will increase, too, if you'll use "AUTOGRAPHS" on everything you sell and service!"

WITH "AUTOGRAPHS" ON EVERYTHING YOU SELL, EVERYTHING YOU SELL SELLS FOR YOU!

Colorful, custom-designed "AUTOGRAPHS" are produced from lustrous .016" Aluminum. They're much more durable than foil or paper labels, more impressive and easier to mount than conventional nameplates. Simply brush solvent on the adhesive backing and press into place with your fingertips. Mount them in seconds on almost any clean surface . . . even on crackle finish!

TRY BEFORE YOU BUY! If you aren't one of the 2000 office equipment and supply dealers already using "AUTOGRAPHS", write for literature!

METALcraft INC.
MASON CITY, IOWA, U. S. A.



Ard "MINI-SPACE" FOLDING TABLES

Sturdy, dependable, finest materials. Self-locking steel legs in aluminum-like finish, stainless steel mouldings, 2" wood rim for added strength. Fold to 3" height for stacking.

AS LITTLE AS $39.90 FOR A 96" x 30" TABLE!

No. 830F (illust.) 96" long, 30" wide, 30" high. Genuine Formica top. List, each $95.50

No. 830M. Same as above, with Masonite Presdwood top. List, each $39.90

No. 836F. 96" long, 36" wide, 30" high, genuine Formica top. List, each $107.70

No. 836M. Same, Masonite Presdwood top. List $44.90

5% EXTRA DISCOUNT ON YOUR FIRST ORDER FOR 5 OR MORE

Write for prices on other stock sizes—special sizes to order.

WE SELL THROUGH DEALERS ONLY. Send for Catalog of Tables, Chairs, Lecterns, Lounges, Costumers and other Profit-Makers.

Ard MANUFACTURING CO., INC.

13 VINE STREET • EVANSVILLE, IND.

MAYLINE

4-POST TABLE WITH DRAWERS

for the Very Best in Drafting Furniture suggest MAYLINE

Mayline's fine drafting furniture is reasonably priced, quality is high.

Your customer will like his purchase and saving.

METAL PLAN FILE WITH HINGED COVER

V-MODEL TABLE WITH FOOTREST

Symbol of MAYLINE Superiority

MAYLINE COMPANY

625 N. Commerce St.

Sheboygan, Wisconsin

MAYLINE

R. & R. Denis. Headquarters are located in 630 Dorchester St. W., in downtown Montreal.

* * * * *

Gordon B. Lowe, director representing the Field Division of the Stationers' Guild of Canada, Inc., conducted an educational meeting for stationers in Guelph, Ont., recently. Talks, presented on the subject of loose leaf generally, rather than concerning any manufacturer's line, were heard from Mr. Lowe and from **Frank Stokoe**, The Brown Brothers Ltd., Toronto.

Present were 38 retailers and their staffs from the central Ontario district. Similar meetings have been scheduled for other areas by the division.

* * * * *

Now located in much larger new premises is the Ottawa firm of Office Appliances, Ltd. President of the company is **J. Watts**; manager of the stationery department, **Fred Doxtater**.

* * * * *

With the beginning of the new year, Murdock Rex-Rotary Duplicator Co., Toronto, changed its firm title to Murdock-Rex, Ltd. President of the new company is **Miss Esther M. Doyle**, with **H. A. Frohn** as vice-president and general manager.

* * * * *

Retailers in Canada's provinces of Ontario and Quebec have been asked to be on the lookout for a man representing himself as **William E. Coutts**, president, William E. Coutts Co., Ltd., Toronto. The greeting card publishing firm's dealers are being asked to cash checks which subsequently prove valueless. A spokesman for the company has requested anyone being so contacted to report the matter to police.

* * * * *

His first venture into local politics, **W. T. (Bill) Mills**, partner in the Mills-Gurnsey, Ltd. office supply house in Kingston, Ont., led aldermanic polls in his territory. In the Toronto suburb of Leaside, **Lloyd Dickenson**, of the wholesale stationery firm of Walter Dickenson & Co. Ltd., Toronto, headed the poll when re-elected a member of the Leaside town council.

* * * * *

Spencer James has been promoted to the position of plant manager for Martin Paper Products, Ltd., Winnipeg, at Edmonton, Alta. **George A. Holland**, general manager for Alberta province, becomes vice-president with offices in New Westminster, B. C. **Harold Town-**

BARBER COLMAN

automatic electric eraser

good profit maker with a wide market

Get *your* share of the *profitable* electric eraser business. Sell the *fully automatic* Barber-Colman electric eraser with *exclusive* self-starting feature. Just pick it up and start erasing. Quickly, smoothly erases pencil, ink, type . . . fine lines or solid blocks. A valuable timesaver needed by engineers-draftsmen, architects, artists, business offices, schools, studios. Carefully balanced palm-fit for effortless erasing. Quiet, efficient, trouble-free 115V, 60C a-c electric motor. Highly dependable . . . thousands in use. A good-profit, good-selling item for you. Write now for prices and descriptive folder.

BARBER-COLMAN COMPANY, Dept. B, 1244 Rock St., ROCKFORD, ILL.

Look to

LONGHORN

CARBONS and RIBBONS

for a LONG profit

Leaders in AMCO's complete line of carbons and ribbons for the office—leaders in sales and profits for you!

Send for Illustrated AMCO Catalog

Amco

AMERICAN CARBON PAPER MFG. CO.

Factories at Ennis, Texas—Chatham, Virginia

Warehouses and Offices at Houston, Dallas, New Orleans, Birmingham, St. Louis, Denver, Los Angeles.

QUICK! ACCURATE! EASY!

1,000 or more clear, sharp impressions from one stencil without re-inking!

PRINTS DIRECT ON CARTONS

ADDRESSES SHIPPING TAGS

PRINTS LABELS . . POSTCARDS

ALSO PRINTS POSTCARDS, MENUS, FORMS, BULLETINS. Just type, write, trace or draw on inexpensive stencil . . snap it on duplicator and print—like using a rubber stamp. New FORM-CUT® stencil has facsimile of your label or shipping form die-impressed into the stencil for printing directly on boxes, cartons, packages. At your Office or Shipping Room Supply Dealer. Write for literature and Free Sample FORM-CUT Stencil and Print.

THE ORIGINAL HAND STAMP STENCIL DUPLICATOR

OVER 30 YEARS

MULTISTAMP STENCIL DUPLICATOR ®

MANUFACTURED ONLY BY THE MULTISTAMP CO. NORFOLK, VIRGINIA

send, formerly sales manager at Calgary branch, is now manager of the Calgary plant.

* * * * *

Over 400 Canadians are richer by a total of $7500 as a result of the recent "comic dog" contest staged by Minnesota Mining & Mfg. of Canada, Ltd., London, Ont. Contestants were required to use the firm's line of cellulose tape in submitting their entries.

* * * * *

New public relations officer for Canadian International Paper Co., Montreal, and its affiliates, is **Joffre M. E. Dechene.** Born in Edmonton, Alta., he resigned as general manager and secretary-treasurer of Canada-Wide Feature Service, Ltd., Montreal, to accept the post.

* * * * *

D. H. Mackay has been appointed manager of the St. Catharines, Ont. branch of Dictaphone Corp., Ltd., Toronto. He is credited with much experience in the dictation equipment field as a result of activities in the Niagara Peninsula territory.

* * * * *

The firm of S. J. Black & Co. is now recognized as the leading Peterborough, Ont. establishment in the field of office appliances and stationery essentials. Proprietor **S. J. Black** operates a local agency for Remington Rand and other leading appliance manufacturers. From a depression-period start (early '30's), he has built the business from a one-man organization to the point where he now employs a staff of servicemen as well as several clerks.

Now operating from a modern, open-face style of store premises in the city's downtown area, he gains a lot of office furniture sales by putting such lines, as well as heavy appliance equipment, right up front where customer-view is unrestricted. He reports it is not a rare experience that a client will spot a desk, for instance, being unloaded on his doorstep, will buy it on the spot before the equipment is uncrated for entrance into his store premises. "It's on-the-spot selling of that kind a dealer really gets a kick out of," Mr. Black asserts.

No slouch at sales promotion, he keeps his window displays on the move, too. He does a lot of direct mailing to boost turnover; doesn't believe in wasting the pamphlets and stuffers provided so generously by suppliers, and so often disregarded by operators of retail outlets. He operates on the theory, he says, that "repeat business is the signpost of success of a well-established firm."

* * * * *

A cross-country tour to introduce Irish-made products to Canadian trade outlets, made by **George McVitty,** trade representative for

"Noesting"

Pronounced No-Sting

Paper Clips

Paper Fasteners

Thumb Tacks

Pins

Large Variety of Sizes and Styles.

Noesting considers QUALITY is of first importance.

NOESTING PIN TICKET CO., INC.
728 E. 136th Street, New York, N. Y.

CLIX Model 32 does Double Duty!

This button does the trick

Punches 2 or 3 holes as desired

Now, a single paper punch does a double job! Clix model 32 converts instantly, simply by snapping adjusting button. Punches 2 or 3 holes as required. Takes sheets from 6" to 12" long. Gauge-marked in 1" gradations. Lists at $5.50.

Order from your wholesaler

MODEL 32 . . . For 3-hole punching, ¼" dia. spaced 4¼" on centers. For 2-hole punching, ¼" dia. spaced 2¾" on centers.

Clix PAPER PUNCH

NEW ENGLAND PAPER PUNCH CO.
NATICK, MASSACHUSETTS

WESTERN REP.—HARRY HENKEL ASSOC., 439 Ellis St., San Francisco 2

NEW! Clix 2-HOLE PUNCH

Latest addition to the famous line of CLIX Paper Punches. Easy to use; always dependable. Punches 2 holes at a single squeeze in paper sheets from 5" to 12" in size. Simple gauge adjusts instantly. Weighs less than 10 ounces. Handsomely finished with red base plate and hammertone gray cover.

MODEL 2 . . . Punches 2 holes ¼" diameter spaced 2¾" on centers, ¼" from back binding edge. Adjustable gauge permits punching of sheets 5" to 12" in ½" gradations. List price — $2.50.

Order from your wholesaler

Clix PAPER PUNCH

NEW ENGLAND PAPER PUNCH CO.
NATICK, MASSACHUSETTS

WESTERN REPRESENTATIVE—HARRY HENKEL ASSOCIATES
Western Merchandise Mart, 1355 Market St., San Francisco

USED and PRAISED by THOUSANDS of Churches, Schools, Hotels, Institutions

BTC Hostess® STANDARD

FOLDING BANQUET TABLE

Hostess Banquet Tables give you more value for your money! Strong, durable, good looking . . . yet surprisingly low in cost. Built to withstand years of use and abuse.

• **WRITE TODAY** for free colorful folders showing complete Hostess Table and Chair lines.

CHOICE OF 3 TOPS
PLYWOOD • TAUPLON • FORMICA

ALL-STEEL FRAME

30" OR 36" WIDTHS;
6 OR 8 FT. LENGTHS

REGULAR BANQUET HEIGHT

6 FT. LENGTH SEATS 8;
8 FT LENGTH SEATS 10

FULLY-BRACED STEEL LEGS

SETS UP, TAKES DOWN QUICKLY

POSITIVE LOCKING CATCH
PREVENTS COLLAPSE

SOFT, PLEASING TAUPE COLOR

BTC TRUCKS AVAILABLE
for MOVING-STORING 12 TABLES

THE BREWER-TITCHENER CORPORATION, Cortland, N. Y.

a combination jubilee of more SILVER DOLLARS for you . . .

Silver Tip Ribbons and Silver Leaf Carbon Paper, Non-Smudge . . . Typist Delight . . . *PROFIT DELIGHT for YOU!*

SILVER TIP
RIBBONS
- Handy - Clean
- For All Machines
- All Colors-Bichrome
- 300 T.C. and Higher
- Pure Silk or Nylon

SILVER LEAF
CARBON PAPER
- NON-SMUDGE
- PLASTIC BACK
- 100% Rag-NON-CURL
- ALL WEIGHTS-SIZES
- All Finishes

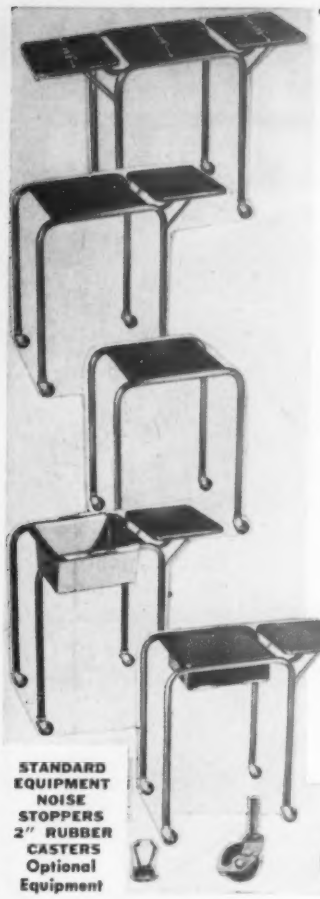
Unconditionally Guaranteed!

LEEDALL NEW PACKAGING DISPLAY "*PRE-SELLS*" it self and YOU CAN BE SURE with our "COMBINATION JUBILEE" the *REPEAT ORDERS* are always yours!

Write today for complete prices and quantity discounts on this wonderful "Combination Jubilee".

LEEDALL PRODUCTS MFG. CO.
Main Offices & Plants MILLTOWN 3, NEW JERSEY

INKED RIBBONS • CARBON PAPERS • DUPLICATING SUPPLIES



KOL

1000 SERIES

VERSATILITY
Not just one stand but a matched series for every office need.

STRENGTH
All welded steel construction.

FINISH
Baked enamel over resin primer in three colors.

LEG ROOM
No braces to catch dust or stockings.

✓ QUIET
No bolted joints.

✓ QUIET
2" soft rubber casters are standard. Larger casters optional.

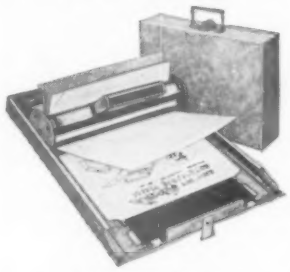
✓ QUIET
"NOISE STOPPERS" A KOL exclusive—rubber sockets insulate stand from casters.

KOL INC.
2507 University Ave.
St. Paul 14, Minn.

STANDARD EQUIPMENT
NOISE STOPPERS
2" RUBBER CASTERS
Optional Equipment

Write For Your KOL Catalog

11 reasons why it's easier to sell



MASTER LIQUID DUPLICATORS

1. **TWO MODELS AVAILABLE**—Made in letter or legal size, latter prints area up to 8" wide.
2. **LOW INITIAL COST** — America's Lowest Priced Liquid Duplicator, Letter size $32.50 retail, Legal size $39.50 retail — both with supplies and carrying case.
3. **MINIMUM OPERATING EXPENSE**—Less waste, less preparatory cost.
4. **QUICK SET-UP FAST OPERATION**—Ready in seconds, prints 10 to 15 copies per minute.
5. **EASE OF OPERATION**—No special training or skills necessary.
6. **HIGH QUALITY REPRODUCTION**—Clean sharp copies every time.
7. **EXTREMELY CLEAN** — Prints with spirit solution, uses no messy inks, stencils or gelatins.
8. **VERSATILE**—Reproduces anything written, typed or drawn.
9. **PRINTS UP TO FIVE COLORS AT ONCE** — Red, green, blue, purple and black, or any combination.
10. **COMPLETELY PORTABLE**—Comes with metal carrying case—extremely easy to carry and store.
11. **NATIONALLY ADVERTISED**—Completely warranted by the manufacturer.

"IT PAYS TO SELL MASTER ADDRESSER PRODUCTS"

Write today for complete information

Master Addresser Co.
6500-D West Lake St., Minneapolis, Minn.

for type that sparkles like *NEW*

Your customers can keep typewriters and office machines spic-and-span by cleansing the type daily with ultra-modern CLAR-O-TYPE. Handy dauber whisks away dirt and goo like magic. Non-inflammable, SAFE! Smart new orange-and-blue package in attractive 1-dozen display carton multiplies sales. Other free dealer helps. Order direct or through your jobber.

CONTAINS NO CARBON-TETRACHLORIDE

THE CLAROTYPE CO., Inc.
261 Broadway New York 7, N. Y.

TYPEWRITERS ALL MAKES

THE UTMOST IN QUALITY

—THE LOWEST IN PRICES

•

REGALRITE BRAND RIBBONS AND CARBONS

PROVEN—BEST BY TEST—BEST FOR LESS

REGAL TYPEWRITER COMPANY, INC.
200 HUDSON ST. • NEW YORK 13, N. Y.

Ireland in Canada, was described as having met with an encouraging response. His efforts are aimed at bringing the unequal trade balance between the two countries into closer relationship. This March, Irish Trade Week will be celebrated in Canada, he said.

* * * * *

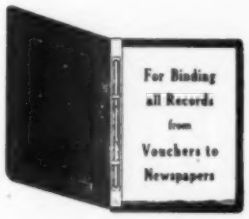
Continuing an upward trend, Parker Pen Co., Ltd., Toronto, sales were reported up 56% in December, as compared with the same period a year ago, by **R. O. Pennington**, president. Heavy sales in the first three weeks of that month indicated a strong consumer buying trend which would leave dealers with less than normal stocks after the festive period, he predicted.

* * * * *

Leon H. Black, president, W. A. Sheaffer Pen Co. of Canada, Ltd., Goderich, Ont. also reported that Canadian writing equipment producers seem headed for record sales and tougher competition within the industry in Canada this year.

For Achievement . . . Al N. Seares (right) vice-president of Remington Rand Inc., looks on as Herbert N. Schell, chairman of Sidney Blumenthal & Co., presents the 10,000th Junior Achievement Co. charter to Richard Wood, 17-year-old president of Land of The Sky Crafts, an Asheville, N. C., Junior Achievement company. Second from right is C. C. Walker, vice-president of the General Electric Co. Messrs. Seares, Schell and Walker are helping teen-agers organize and operate their own small-scale corporations.

One of the most useful items in your stock —and therefore one of the



MOST PROFITABLE

ACCOPRESS BINDERS

Some firms use thousands of Accopress Binders every year—because there is no department where they are not useful. For temporary or permanent binding, for current files or long storage, for a few letters or 2000 invoices, Accopress Binders keep all kinds of papers safe at minimum cost. Feature them all year around.

See Your Acco Catalog for Styles.

ACCO PRODUCTS, INC.
OGDENSBURG, N. Y.

In Canada: Acco Canadian Co., Ltd., Toronto

Besides Beauty and Efficiency...

MASO SECRETARIAL CHAIRS GIVE YOU ALL THE FEATURES THAT SELL VOLUME ORDERS!

No. 975B: Back support of 1-pc. semi-rigid steel; double ball bearing casters. Also available without spring back.

All Steel Construction . . . Smart New Design Open the Door to Bigger Sales for You!

CHECK THESE FEATURES . . . THEN CHECK THE PRICES

★Comfort-contoured foam rubber seat and back, covered with perforated Elastic Naugahyde, Claremont or Gros Point Fabric.

★Five simple posture position adjustments pay off for your customers in bonus employee efficiency.

★Six basic metal finishes to fit every office decor.

★Engineered for comfort, function and durability.

P.S.: *Maso also makes a complete quality line of business machine and typewriter stands at all price ranges.*

No. 950B: Real seating comfort in the medium price range. Same as No. 975B except tubular steel base. Also available without spring back.

HOT OFF THE PRESS: Big colorful new 1955 illustrated catalog showing the beautiful Maso Steel Chair line from executive models to adjustable stools. Write Dept. 114.

MASO **STEEL PRODUCTS, INC.**
53 W. Jackson Blvd., Chicago 4, Illinois

CHALKBOARDS
CORK BULLETIN BOARDS
COMBINATION BOARDS

TIME TESTED QUALITY
. . . with Lifetime heavy duty extruded Aluminum frames and chalk troughs.

- Available in sizes from 18"x24" to 48"x96".
- Chalkboards available in black or green DURA SLATE or SUPR-SLATE.
- Cork in desert tan or green.

Beauty!
Durability!
Economy!

All steel tubular easels

BARRICKS MANUFACTURING COMPANY

BARRICKS
MFG. CO.
Institutional Equipment

2245 S. Halsted St.
Chicago 8, Ill.

Another Profit-Maker
from the Goodfrend Catalog

New, Improved Heavy Duty Steel
TYPEWRITER & UTILITY TABLE
Perfect for Office, Home and Factory

No. 902

High quality, economically priced. Ruggedly built to last. Solid 1-piece top has rounded corners & full piano-hinged drop-leafs. Heavy gauge, edge-rolled steel legs. Superior under-construction reenforces frame for extra rigidity. Mounted securely on E-Z Roll casters. Finished in scratch-resistant, gleaming baked enamel. 20" x 16" top, with two 9" x 16" drop leafs. Shipped K.D., individually cartoned.

Write Today for Complete GOODFREND Catalog
GOODFREND METAL PRODUCTS CO.
→ NOTE NEW ADDRESS ←
315 North Desplaines Street, Chicago 6, Illinois

Here are Fast-Moving Profitable Items for YOU

ENVELOPE DISTRIBUTORS

PACKED ONE TO A CARTON—KS-301W—18 in. long, 5⅝ in. high, 7 in. deep. 20 compartments envelope size. Walnut finish.

STATEMENT DISTRIBUTOR (same as illustrated)
KS-302W—23 in. long, 8 in. high, 20 in. deep. Compartments 1 in. wide. Made of walnut finish hardwood, with ½ in. plywood top and bottom, ¼ in. plywood end pieces, and ⅛ in. plywood back and partitions.

9-COMPARTMENT DISTRIBUTOR
KS-303W—30 in. long, 12½ in. high, 11½ in. deep. Walnut finish hardwood, with ¼ in. plywood top, bottom and back, and ⅛ in. removable plywood partitions of 9 compartments. Extra shelves available. **ORDER FROM EXCLUSIVE DISTRIBUTOR**

ASSOCIATED STATIONERS SUPPLY CO.
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MANUFACTURERS **Neiman** SINCE 1932

Write for
LATEST CATALOG
PRICE LIST AND
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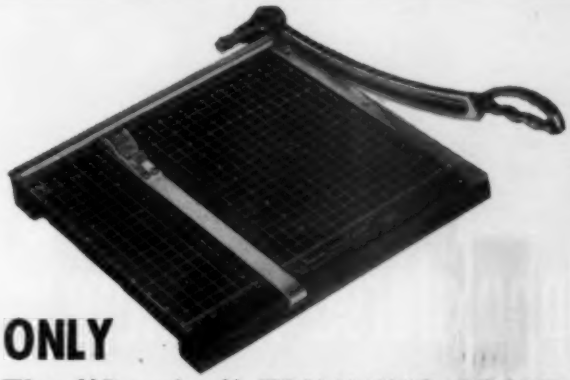
BALFOUR & VENANGO STS. PHILA. 34, PA.

PROOF THAT ADDOMETER ADDING MACHINES SELL

● There's *logic plus proof* behind Addometer's sales appeal. Addometer fills a definite need for a portable low-cost adding machine among accountants, small and large businesses, professional men, retailers, service stations, farmers, architects, and many others. The remarkable 8-column Addometer adds, subtracts *direct*, multiplies as speedily and efficiently as many big, expensive adding machines—yet costs only $14.95! It has exclusive features which no other machine offers.

FREE display stand with every order of 6 or more Addometers—get started with this special offer *today!* Write Dept. A-2.

Reliable Typewriter & Adding Machine Company
305 W. Monroe Street • Chicago 6, Illinois



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The "Precise" TRIMMING BOARD Has All These Wanted Selling Features

- Patented Finger Tip Controlled Paper Guide
- Finest Steel Blades, Carefully Ground
- Two White Scales on Black Background
- Only Finest Seasoned Hardwood Used
- Every Board Completely Guaranteed

You offer the finest in the New "Precise" Trimming Board. It has everything your customer should have for trimming, cutting paper, paper board, etc. The patented, adjustable paper guide locks and releases with a finger flick, 2 white scales on black background speed accuracy and measuring time. Models 5, 6 & 7 have special safety spring. The "Precise" is a steady seller wherever displayed.

5 POPULAR SIZES
No. 3—10½"—Blade
No. 4—12½"—Blade
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Every Day in the Year shows up
BRIGHT AND CLEAR
because STARK CALENDAR PADS now offer

A quality line of stands and pads featuring all popular styles and sizes. Calendar pads are lithographed—on high-grade bond paper with the date in red and the monthly calendar in black.
Fast, 2-color lithograph printing enables us to give you the best in quality and prompt service.

write or phone for complete details
"IN CALENDARS THE QUALITY MARK IS STARK"

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Check these "SAFE-TEE" *features*

Ionia "SAFE-TEE" FOLDING CHAIRS

This Ionia Model 40 is a low-cost, all-steel, indestructible folding chair with a new safety design.

Again Available!
Our Model 45—luxury chrome finish, leather upholstered spring-filled seat and back. For top-flight executive use.

Choice of colors. Write today for folder and prices.

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Tailored to the Needs of the

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Building upholstered lounge chairs and davenports for business use requires specialized knowledge. We know what these special wants are and we have designed a line that fills the bill for office equipment dealers. There's a Stationer's unit for any commercial application you run into. So . . . boost your furniture sales the easy way by dealing with the "Upholsterers to American Business". Write for complete information on our line.

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"Upholsterers to American Business"
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FRANKLIN

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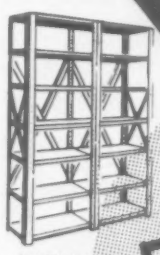

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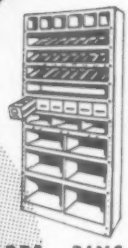

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MEDLEY & BATH STREETS
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HAND TRUCKS • BOX TRUCKS • DOLLIES

FACTORY STOOLS

Write today!

DEALERS! ASK FOR LATEST CATALOG, PRICE LISTS AND CONFIDENTIAL DISCOUNTS

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BEST Dealers handle 'em too!

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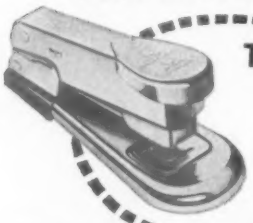
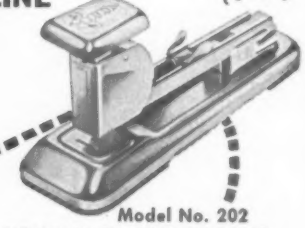
STAPLING PRODUCTS

THE LINE



Model No. 105
4-WAY OFFICE STAPLER

OF



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AND PROFITS

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AUTOMATIC GUN TACKER

A STAPLING MACHINE FOR EVERY PURPOSE IN EVERY PRICE RANGE
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STATIONERY HOLDERS

A Real Aid to Desk Top Efficiency

Convenient

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Helpful

Handy

All Steel No. 108

- Five Divisions for Stationery
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- Two envelope compartments for both No. 6-¾ and No. 10 envelopes
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- Individually cartoned
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Also Available — **STATIONERY RACKS:** Fits in any standard size desk drawer

Adjustable DRAWER TRAYS: Keeps pins, clips, pencils, coins handy and in place

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When you stock and feature ACE you give your customers the *finest* line of Stapling Equipment. ACE is the quality leader today as it has been for 25 years! Dealers the world over discover *it pays* to recommend ACE . . the faster moving, money-making line that meets every need!

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Apsco's opening your door mr. stationer...

to more profits with their revolutionary new

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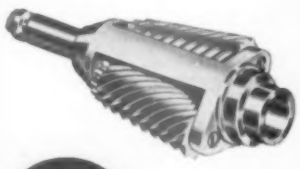
Revitalize your customers' Apsco Pencil Sharpeners in seconds. When cutters become dull, it's now a simple job to remove the old and replace with the new in one easy operation.



Ask your Apsco representative about them today—they're quick-profits for you.

Apsco

Apsco products inc

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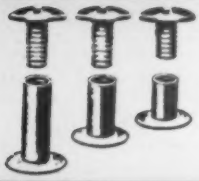
Exclusive sales franchise CASH REGISTERS

Profit-making opportunity for qualified, experienced Adding Machine and Cash Register Dealer or Salesman. You will have an exclusive franchise in a protected territory. You will sell one of America's most popular and complete Cash Register lines, manufactured by a company with a world-wide reputation for quality.

Company offers inventory assistance, service training, time-payment plan, advertising, sales and merchandising aids.

Send complete personal and business history to Box 00-125 Office Appliances, Chicago 6.

Presto *Aluminum* SCREW POSTS



¼" to 4" Lengths

Used for Catalogs, photo albums, sample books, record albums, scrap books, swatch books, maps.

- Bright finish aluminum
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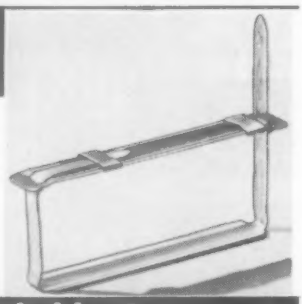
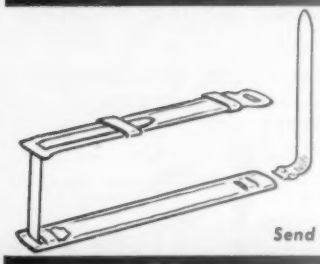
Presto PRONG PAPER FASTENERS

High Grade bright finish tin plate steel—all standard sizes and capacities . . . attractive boxing . . . smooth edges . . . long wearing . . .Ideal for binding any type of paper records.



PRESTO Attachable Fasteners



New Prongs can be easily inserted when old prongs wear out from continuous bending. This provides a new fastener with the remaining parts.

Same high quality as our standard fasteners.

All Sizes — from 2¾" to 8½" on centers. 1" to 6" capacity.

Send for illustrated Price List No. 02

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MANUFACTURERS OF STATIONERY SPECIALTIES

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NEW **MOISTIX** MOISTENER

creates

BIG SALES

1st Envelope Moistener Packaged for Fast Over-the-counter sales!

Retails for **98¢** each

You will get this beautiful 2-color self-selling display carton containing 12 individually packed MOISTIX MOISTENERS. The revolutionary, new MOISTIX MOISTENER has all these sensational new features embodied into one unit:

- ★ Flows evenly always
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- ★ Hands remain clean and dry while using
- ★ Will not leak in any position
- ★ Mechanically constructed with no sticky or smelly sponges

JUST ROLL IT ON!

with the New Exclusive MOISTURE CONTROL Feature

The only moistener guaranteed to roll an even coat of water on the surface each and every time.

If your jobber cannot supply you, order direct from us at Usual dealer discount. F.O.B. Chicago 2/10, net 30.

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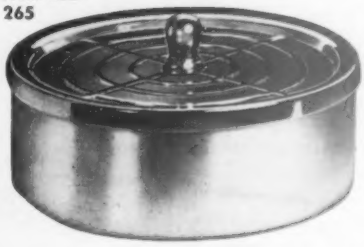
La Salle Smokers—Ash Trays Top Quality

IN WALNUT, JEWELER'S BRONZE, SOLID BRASS, CHROME AND LATEST DECORATOR COLORS

A Completely New, Easy-to-Sell Line of Smokers and Ash-Trays, featuring our sturdy, easy-to-clean, especially-designed screen.

Nos. 17-21

Nos. 262-265



Nos. 170, 180, 190 and 195—Distinctive Smoker in Solid Walnut, Genuine Jewelers' Bronze, Solid Brass, Chrome and Decorator Colors.

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LA SALLE PRODUCTS CO.

2216 N. Clybourn Avenue CHICAGO 14, ILL.

A proven way $ to accumulate $ money $

"STEEL-STRONG"

COIN HANDLING SUPPLIES

Sold exclusively through Stationers and Office Supply Dealers for over 40 years

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Seal Presses • Legal Seals • Downey Change Trays
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Old Style • Rainbow • Automatic • Duxitall
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BILL STRAPS

Federal • Colored • Banding

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Write for information!

THE C. L. DOWNEY CO. HANNIBAL, MO.

Designed and created by

Ehrlich of Grand Rapids

No. 860-A

Overall
Height—37 in.
Width—25 in.
Depth—28 in.

Between arms—19"
Height from seat—20"

In solid walnut, with top grain leather. Swivel chair to match.

GRAND RAPIDS LEATHER FURNITURE CO.

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Something different in carbon paper . . . the merchandising of a *color-theme* appeal for greater sales! May we send samples?

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Established 1895

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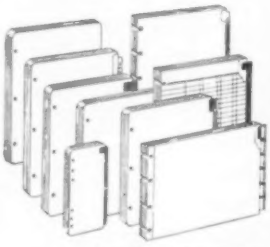
WHEN YOU'RE SICK.....

YOU CALL YOUR DOCTOR!

IF IT'S LEGAL TROUBLE, YOU CALL YOUR LAWYER!

And When You Need

INDEXES **It's Best To Call AIGNER! They Are Index Specialists**



Since 1909, Aigner has specialized in Indexing. Can meet all your needs in stock and made-to-order Indexes, in Strip Tabbing and Pre-Cut Tabs. Indexes available in all sizes for Ring and Memo Books, Post and Ledger Binders. Tabs and Tabbing are all typewriter spaced for easier, faster, accurate typing of titles.

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You reap all the benefits and economies of using one Reliable Source of Supply when you order AICO Products. FREE Selling Aids and national advertising also help you sell.

Keep Your Stock Up! Order Your Needs Today.

AICO INDEXES

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America's Fastest Selling Line of FOLDING TABLES

Midwest OFFERS { QUALITY SERVICE FEATURES

Now . . . folding tables that combine style, comfort and dependability. Value packed with all these selling features: safe positive leg lock . . . reinforced sealed tops . . . chip-proof plastic moldings . . . legs guaranteed 5 years. Tables set up easily, give more comfortable seating in use, and stack compactly for storage.

THE MOST COMPLETE LINE

Sell the Line that Lets You Quote on EVERY Table Need

Pedestal and straight-leg tables . . . round, half-round and square tables . . . folding benches . . . there's a Midwest table for every type and size of installation. Build extra sales and profits with Midwest's Caddy Line of chair and table handling equipment.

WRITE NOW for complete literature and dealer discount price lists. Midwest Folding Products are sold only by Factory Authorized Dealers.

Midwest **FOLDING PRODUCTS**
Dept. 552
Roselle, Illinois

WHEN THEY SAY "DRAWING INK" THEY *MEAN* HIGGINS

To most of your customers, *HIGGINS* means *drawing ink* and *drawing ink* means *HIGGINS!* Whether they use pen, brush or drafting instruments, Higgins American India Ink is the ink they know and want. It always flows freely . . . responds to the slightest touch and every passing whim . . . lends itself to all techniques. Stay on the safe side and keep your customers happy. When they ask for *drawing ink*, give them *Higgins!*

The Basic Art Medium Since 1880

HIGGINS INK CO. INC. 271 Ninth St., Brooklyn 15, N.Y.

NEW STYLE! CURMANCO

LETTER RACKS

With Slotted Shelves!

SAVES TIME!
INVITES ACTION!
CLEARS YOUR DESK!

Handles, Sorts, Classifies, Distributes Work

ALL ORDERS SHIPPED WITH NEW STYLE SHELVES

Electrically welded in one piece. Sloping Trays catch and hold the papers. No corner posts to dodge. Most useful letter rack on the market today. GREEN — GRAY— BROWN.

No. 102—Letter Size, 2 tray and base $5.50
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No. 104—Letter Size, 4 tray and base $7.50

Legal Size — $2.00 Additional on each size!

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The LUXWOOD®

with *NEW* Contour Comfort styling!

Americas Finest
All-Purpose Folding Table
Designed for
COMFORT and CONVENIENCE
Quality Built for LASTING SERVICE

NOW: Easier Sales — Greater Profits
With the *Sellingest* table of the year!

★ All popular sizes: Banquet — Smaller — Round
★ Choice of Four Tops
★ "Sales Winning" Low Cost
★ Fast Delivery
★ Effective Merchandising & Promotional Aids

Write today for full details about 1955 LUXWOOD Dealer Program!

THE JAMES P. LUXEM CO.

3345 North Lincoln Street • Franklin Park, Ill.

The "*Dealer Imprint*" Line gives you *REAL* Support

NEW YEAR COMING!

GET SET WITH

Faymus DATERS

FAYMUS "DEALER IMPRINT" LINE

Cash in on the changing calendar by selling Faymus daters—the quality line that brings customers back for other items, because each stamp carries your advertising.

Faymus daters rank FIRST in the industry because they are expertly made of only the finest materials. Beautifully packaged with colorful, sales-making Faymus styling. Also available in attractive counter assorted dozens. And the features shown here are unequalled by any other line.

- **BANDS OF RED RUBBER**—*far more durable, resist rough treatment.*
- **6-YEAR LIFE**—*year band is not quickly outmoded, carries 6-years of dates.*
- **BANDS TURN EASILY**—*never stick, never slip once set.*
- **RUGGED FRAME**—*for long, hard service. Heavily chrome plated.*
- **HARDWOOD HANDLES**—*select wood, beautifully finished.*
- **EXTRA**—*year band carries useful wordings: Rec'd, Ans'd, Ent'd, Paid, A.M., P.M.*
- **Imprinting at no charge on quantities of one gross or more.**
- **Also available without imprint.**

Also write for New Catalog No. 153 *ORDER TODAY!*

D&M *Faymus* DIV., Bankers & Merchants, Inc.

3229 North Sheffield Avenue • Chicago 13, Illinois

DRIVERS' HOPPER DEPOSITORIES

Chest especially designed for use by drivers, ticket sellers and others who bring in coin and currency at hours when the head cashier is absent or otherwise engaged.

Unlike many other hopper chests, this model carries the "E" rating and the Underwriters' Label. Chest may be supplied with both doors on the same side, one above the other, or with doors on opposite sides for installing in wall so drivers may make deposits without entering cashier's room.

'E" MERCANTILE RATE LESS 10% FOR UNDERWRITERS' RELOCKING DEVICE LABELS • SAVE 70 TO 80% IN INSURANCE PREMIUMS • N.A.S.E. BURGLARY LABEL

Largest Line of Safe Equipment for Dealers in America

"MILITARY" SAFE LINE • "HIDEWAY" WALL SAFES
MONEY CHESTS • "PRIVATE" PERSONAL SAFES
INSULATED FILES • VAULT DOORS

Write for Literature and Price List

GUARDSMAN-VALENTINE INC.
LA PORTE, INDIANA

Activate Control Systems

with Cellugraf TRANSPARENT SIGNALS for VISIBLE RECORDS

Nu-Vise PROJECTING SIGNALS for VERTICAL RECORDS

Show your prospect how to bring a control system to life. Let him see how Graffco products classify and spotlight the facts for instant action. *Activated* systems sell faster. And there's no easier way to build your unit sale profit.

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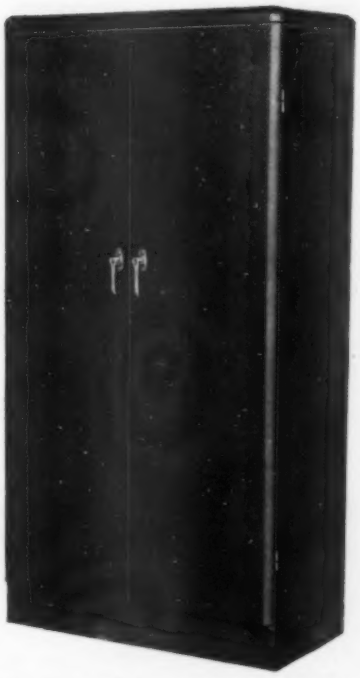
Maptacks for CHARTS and MAPS

Graffco SIGNALS and MAPTACKS
Keep BUSINESS Under Control



This
STORAGE CABINET
WITH RADIUS CORNERS
is a real
"BUY"

Our No. 3678 Cabinet will answer your storage problems in every way. It is finished in baked-on olive green or office gray enamels, and has adjustable shelves. Spot welded assembly with lock in handle and insulated doors. Set up only. Shipped one per carton. Size 36" wide by 18" deep by 78" high; weight 175 pounds.

List price **$50.00** *each*

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A Few Choice Territories Open for salesman—
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Build *Bigger PROFITS*
with **SPEED-MO**
SPONGE RUBBER STAMP PADS

The Only *ALL-PURPOSE* Stamp Pad Line!

With the fast-selling Speed-Mo line, you can offer your customers stamp pads and inks for *every* purpose — in office, warehouse, factory. Speed-Mo is the *only* complete stamp pad line on the market. You need carry only the most common pads. We furnish prompt delivery on special purpose pads (up to 20" x 36").

All Speed-Mo stamp pads are of specially treated, odorless sponge rubber. Clear impressions guaranteed. Re-inking is simple — you just brush the ink on Speed-Mo pads.

LIBERAL DEALER DISCOUNTS *Write for folder showing over 35 stock items*

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In Canada, for complete information write:
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PROTECTED PROFITS FOR YOU
WITH ADVANCO'S POLICY OF
"SELLING THRU DEALERS EXCLUSIVELY"

Write for General Catalog and Price List

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A new era in dictation-correspondence!

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Covered with velour—fibre and velour—also corduroy and fibre in 2" thickness with boxed edges.

"Perfect" **FOAM RUBBER CHAIR CUSHIONS**

One side covered with rich pile corduroy for cool seasons, the other side with woven fibre for hot weather.

Filled with new live rubber having thousands of air cells that breathe with every move.

Colors: Brown, Green. Sizes: 17" x 18"—15" x 17"—14½" x 15½".

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Transforms Hard Stools into Soft Seats.
Available in four sizes 12", 13", 14", 15" Diameter
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A Specialty Item

SELL MASTER SPEED KEYS

THE

Spring-Cushioned Typewriter Key

for old and new typewriters, bookkeeping and billing machines.

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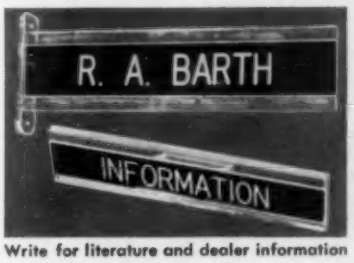
BRADEN *Engraved* OFFICE SIGNS



200 Stock Signs* to select from with and without holders

1. To Hang
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3. For Door or Desk

*Name panels easily changed to allow for personnel changes

NEW . . . Line of Bank Signs "Next Window"—"Bank Holidays" etc.

For those customers who want Custom signs . . . BRADEN Made to Order ENGRAVED SIGNS - Complete flexibility to fill every special sign need

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Don't Waste Time

LOOK IT UP HERE

This is your ANSWER BOOK to all your buying Needs

1. PRODUCT INDEX—over 1,500 products classified.
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3. TRADE NAME—TRADE MARK INDEX—Over 6,000 with names of manufacturers.
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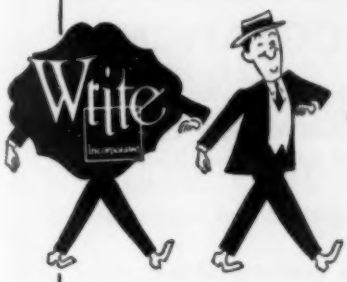
Keep your copy handy—use it often



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keeps in step with dealers' needs

When you need the kind of service that builds up your business, you'll find Write right behind you. We cooperate with dealers all the way down the line.

CARBON PAPER TYPEWRITER RIBBONS

TYP-ROL Type Cleaner and Roll Finisher

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Give Your **TYPEWRITER** that NEW LOOK with our **BRAND NEW KEYTOPS**

NATIONAL CASH REGISTER KEYTOPS

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FIRST manually operated folder with fully automatic feed!

Priced low enough for any office!

FOLDS 120 sheets per minute!

NEW, IMPROVED FULLY GUARANTEED!

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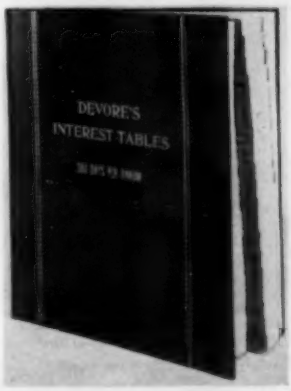

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Sold by most leading office suppliers and stationers thruout the United States.

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Bank forms lithographed to your customer's specifications. Shipped under your labels and imprint.

Low prices and top quality work will enable you to sell our line.

Price list and samples available to well rated office appliance stores and dealers.

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Profits for you in ATLAS

Complete Vertical Filing Systems for

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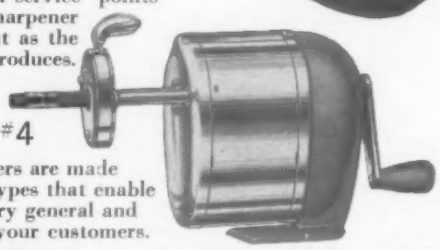
Selling 'points'

BOSTON PENCIL SHARPENERS

The quality and service "points" built into a sharpener are as important as the pencil points it produces.



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Boston Sharpeners are made in a variety of types that enable you to meet every general and special need of your customers.

• Automatic true-center feed • 30 hard-steel, deep-milled BOSTON SPEED CUTTERS . . . faster . . . less work • Non-rusting, nickel-plated receptacle • Rugged all-metal frame • Distinctive new gray finish • BOSTON pencil stop . . . no waste • Takes various size woodcase pencils • *Guaranteed for 1 full year*

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Originators and Designers of

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Desk Trays

It's different! Hand-bound with "Leatherlex" (U. S. Rubber Product).

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Desk Pads

"Bonny Maid" Vinyl Plastic —not just another linoleum desk pad.

Note 'N Doodle Desk Pad

A handy desk utility for home and office. Made in four sizes.

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Home Budget, Cancelled Checks, and Valuable Documents.

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STAPLING MACHINES AND STAPLES ARE *"FASTEN-ATING"*

In many localities 2 out of every 3 staplers in use are Markwells.

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THE LEADER IN PLATENS

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Put your confidence in Alvin's drafting and drawing instruments, and customers will put greater confidence in you!

No. 5012 COUNTER DISPLAY
12 mechanical lead holders in sales-stimulating display. Retails at $15.50.

Also Available: Top Quality PARAMOUNT Refill Leads—$.75 tube of 12-5" leads.

Attractive Trade Discounts
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ORDER TODAY!
ALVIN & COMPANY
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ALVIN

- Drawing Sets
- Drafting Instruments
- Designing Aids
- Drafting Materials
- Drafting Equipment

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ROLLING LADDERS—Made from Oak or Birch.
SIDE and CEILING TYPES—with steel track for mounting on shelving, filing cabinets or ceiling.
"A" and LIBRARY TYPES—require no track and are mounted on wheels with Automatic Safety Brakes.
Send for Circular 42-OA and dealer discount.
WELDED STEEL SAFETY LADDERS—Made from 1" diameter round furniture tubing, with expanded metal steps. Mounted on Swivel Brake Casters. Ladder can be rolled freely when no one is on it. When you step on the ladder the rubber tipped legs rest on the floor and prevent rolling. Made in 3 to 8 step heights, and 3 widths.
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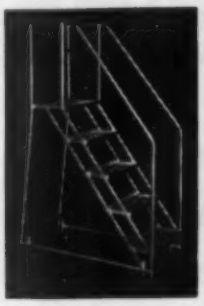

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KING POSTURE CHAIRS

A COMPLETE LINE FOR EVERY OFFICE NEED

THE POPULAR 222-S MODEL, shown here, is an outstanding value for those who demand the finest in posture comfort, but prefer inner-spring construction. It offers KING'S proven adjustment advantages . . . executive size seat with durable 24-spring unit . . . thick, comfortable padding . . . and many other exclusive King features.

SPECIFICATIONS: molded aluminum base; 22" caster spread; ht. adjustment 16½" to 21½"; rubberized hair seat; Tuffex padding; 3" soft tread ball bearing casters; available in a wide range of standard colors; upholstery . . . Koroseal, Claremont, and Naugahyde in a choice of colors.

Write for Complete Catalog and Price List on the Entire King Line

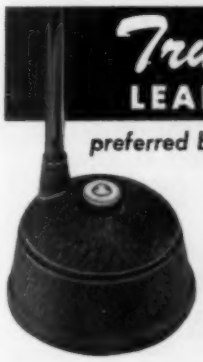
KING POSTURE CHAIR CO.
953 S. Raymond Ave., Pasadena 2, Calif.

MODEL 222-S

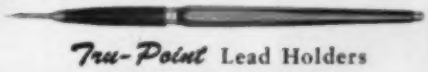
Tru-Point LEAD POINTER

for PERFECT LEAD POINTS BLUNT to HAIRLINE

preferred by **DRAFTSMEN, ACCOUNTANTS, ARTISTS**



Here's the fast, clean way to get perfect lead points every time, points up to ½" long, without breaking! Simply insert wood or mechanical lead holder and use to rotate lid. Sturdy, lifetime construction, non-skid base.



Tru-Point Lead Holders . . . light, balanced. Press-top, single- and double-end models.

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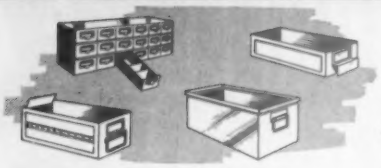
IMMEDIATE SHIPMENT

★ PRICES — low ★ QUALITY — tops ★ SERVICE — the best



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This unbeatable combination will make it profitable to SELL —

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BAY PRODUCTS INC.

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LAUNDRY MARKING PEN..

$1.15

Fed. Tax Incl.
Refills 50¢

- ENOUGH BLACK INDELIBLE INK FOR 3000 MARKINGS
- WON'T EVAPORATE
- WON'T RUN
- WON'T WASH OUT

Attractive 3-color counter display holds 12 pens. Nationally promoted via radio, tv, newspapers.

Order through your wholesaler or write direct for literature and prices.

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IT'S DRI-FLO WHEREVER YOU GO!

57 DRI-FLO CHISEL PEN SET

Two styles are available, one for instant touch marking, and one for opaque marking. Specify when ordering; also specify chisel, square, or round nib. The Model 57 consists of the aluminum marker with choice of nib; one ½ oz. instant dry ink (choice of 8 colors) or one ½ oz. opaque ink (choice of 10 colors) and a dropper for easy filling.

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CLIPBOARDS

Made of Masonite Tempered Duolux, glass-smooth on both sides. Light in weight, with wearing qualities of metal. Clips are heavy gauge rust-proof steel.

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Model 1509 (illustrated) — for average office use. 5 lb. by ½ oz. Computes postage for air-mail, first-class, and merchandise up to 4 lbs.

Model 1546 — desk scale, with Lustron plastic body—2 lbs. by 1 oz.

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Model 1515, Heavy duty Parcel Post 50 lbs. by 2 ozs.

Model 158, Hanson, Jr. 8 oz. by ½ oz.

HANSON SCALE CO. (Est. 1888)
NORTHBROOK, ILLINOIS

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Memo-Roll

All-steel construction, Gray or Green Hammerloid finish—No parts to break or lose or get out of order—Rubber Cushion Supports—3 13/16" wide by 9¼" long.

Uses regular Adding Machine Rolls, about 250 ft. Convenient Pencil Holder centered in Roll.

LIST PRICE
$1.50 Complete
Extra Rolls 35c each

Send for Literature and Dealer's Prices

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EQUIPMENT — SUPPLIES — PARTS

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REBUILT ELLIOTTS

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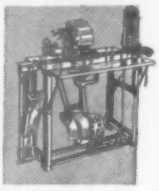

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MAILERS' EQUIPMENT CO.

JET "88" FELT TIP PEN

- *PRICED RIGHT*
- *DESIGNED RIGHT*
- *EASY TO USE*

Only $1.95 retail
Complete with ink

Available mounted on 3 color attractive display card.

- WRITES LIKE A PEN!
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STAND-BY THE VERY BEST VALUE IN COPYHOLDERS

- Patented Knee-Action Grippers Hold All Copy Securely
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9"W x 12"H 16"W x 12"H 9"W x 16"H

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Copyholders — Duplicating Supplies — Carbons — Ribbons
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TRY THE NEW CLIPLESS PAPER FASTENER

$4.95 RETAIL

IT FASTENS LIKE THIS

DEALERS INQUIRIES INVITED

NEVER EMPTY – NO CLIPS TO BUY!

All you do is punch down firmly and — PRESTO — papers are securely held together. Pays for itself rapidly.

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Loose-leaf envelopes, punched; card-cases, any size; menu covers; factory record protectors; tag holders; bill-fold envelopes; stamp containers, etc. Made of acetate (flame resistant) transparent cellulose. We build to fit your particular need. Write us details.

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NEW DELUXE All Metal —ADJUSTABLE—

Typewriter Table

For Schools and Business

Write for folder.

Some territory still open.

SEMCO SALES
Pinellas International Airport
St. Petersburg, Florida

NOW 2 FREE with 12 (A FISHER DOZEN)

1-FOR-ALL REFILLS BY FISHER

"Because we believe that the smaller, independent merchant needs and deserves a better margin of profit."

Paul C. Fisher

Order from YOUR WHOLESALER
Manufactured by The FISHER PEN COMPANY, Chicago 12, ILL.

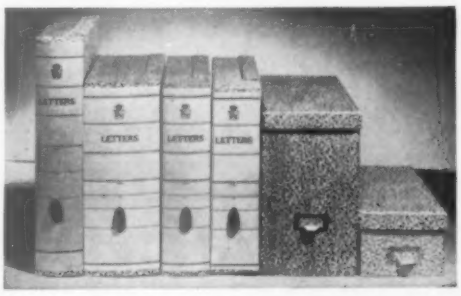
INK-OUT

The Original SINGLE-FLUID Ink Eradicator

- INK-OUT contains no free acid, leaves no brown stains.
- INK-OUT makes permanent eradications quickly with one application.
- INK-OUT removes ink, iodine, fruit and medicine stains from paper, leaves no brown stains.

CARDINELL CORPORATION MONTCLAIR, NEW JERSEY

FOR OFFICE EQUIPMENT & SCHOOL SUPPLY



LETTER FILES
CARD INDEX
FILES
INDEXES

A QUALITY LINE AT LOW PRICES

ASK FOR OUR LATEST LITERATURE & PRICE LIST

HAVE TERRITORY AVAILABLE FOR DISTRIBUTORS

ARROW PAPER PRODUCTS CO.
502-504 W. 30th Street, Telephone Chickering 4-6782, New York 1, N.Y.

EXTRA PROFITS NEW CUSTOMERS

FROM CHAIR SALES TO SCHOOLS • CHURCHES • CLUBS etc.
WE DROP SHIP DIRECT TO YOUR CUSTOMERS
NO HANDLING ON YOUR PART

FOLDING TABLES CHAIRS — 138 STYLES

- STEEL OR WOOD
- FOLDING
- NON-FOLDING
- TABLET ARMCHAIRS
- AUDITORIUM UNITS
- 6 Ft. and 8 Ft. TABLES
- SCHOOL DESKS

SPECIFY REQUIREMENTS (Quantity, Steel or wood)

Adirondack Chair Co.
Dept. 22 — 1140 B'way, N.Y. 1, N.Y. MU 3-4834

Yes, the

1955 BUYERS INDEX ISSUE

now in your hands

is the largest directory ever

published in this industry.

it sets a new record for. . .

- . . . total size — over 325 pages!
- . . . product classifications — more than 1250 with hundreds more cross-references for ease in use!
- . . . trade names — over 3600 separate names!
- . . . catalog-type advertisements — over 280 manufacturers are represented!

The BUYERS INDEX is for your exclusive use. Use it often and save valuable time.

For types of information not listed in the INDEX we urge you to write or phone

the service bureau
OFFICE APPLIANCES

600 W. JACKSON BLVD. • CHICAGO 6, ILLINOIS • DEarborn 2-3206

STYLE in STEEL

Cramer **leads again!**

Look at these 1000 Series Steel Chairs.

Put *these* chairs on your floor and watch them *sell.* Here is a steel line with all the famous Cramer quality packed into svelte lines of beauty. Contoured welted cushions in waterfall design . . . the *Style in Steel.*

Model 1023-2
also without arms, Model 1022

Model 1021-2
Companion to Model 1020

Model 1020
Also in smaller size, Model 1000

Send for price list and brochure on Cramer 1000 Series Steel Chairs.

Cramer **POSTURE CHAIR CO., Inc.**
1205 Charlotte Kansas City 6, Mo.

BUDGETTE

. . . . . the handy gift for Mrs. Thrift

For the thrifty minded housewife. Acclaimed as the only practical method of keeping a budget by one of the nation's leading home economists. 10 Envelopes can be marked for specific household expenses. Snap fastener closure.

Size
4" x 6¾"

COLORS
Red
Green
Brown
Blue
Black

35¢ Retail

Liberal Dealer and Jobber Discounts

MAJESTIC STATIONERY CO.
260 NORTH THIRD ST., PHILA. 6, PA.

A NEW STANDARD OF THE INDUSTRY!

PENNANT PERFECTED PRODUCTS

Business Machine Stands Designed to Protect the Investment Made in Expensive Equipment.

The durability engineered in each Pennant Stand is your assurance of long lasting performance. New design practically eliminates the possibility of tipping and causing damage to expensive business machines.

NOTE PENNANT'S COMPLETELY NEW RAISING AND LOWERING DEVICE!

By the touch of a toe an operator can raise the stand on its casters or lower it to rest on the caster housings.

5 COMPLETELY NEW MODELS ALL PRICED TO SELL ON SIGHT!

Write today for beautiful 12 page color catalog of the complete PENNANT Line of office equipment.

Pennant Perfected Products are manufactured by:

STEEL-PARTS MANUFACTURING CORPORATION
A Division of Blackstone Manufacturing Co., Inc.
4630 W. Harrison Street • Chicago 44, Illinois

NO. 1263

NO. 1277

NO. 1265-N

NO. 1276-N

How do you sell a Royal secretarial chair?

Royal's *all steel* seat pan

- Ask your customer to examine the heavier gauge steel of a Royal (Steel which can take so much more use and abuse—longer)
- Point out the *fully welded* construction throughout (Not merely spot welded and liable to crack)
- Demonstrate the wider seat of the new Royal (Capable of seating *anyone* much more comfortably)
- Emphasize that the cushion is of *fully molded* foam rubber (Not shreds or chips, which last not nearly as long)
- Show him the wide range of handsome colors from which he can choose (Colors which complement his office decor—and sharpen Royal's sales edge)
- Turn the chair over and reveal Royal's *all steel* seat pan (Which gives firmer, better all over support)
- Point out the exclusive "Micro-Hite" control (Which allows Royal to better fulfill individual posture requirements)

the answer is simple...

NATIONALLY ADVERTISED ROYAL CHAIRS SELL THEMSELVES

Royal produces seating for every office need—write for complete information

Royal®

METAL FURNITURE SINCE '97

ROYAL METAL MFG. CO.

175 N. Michigan Ave., Dept. 52, Chicago 1

Factories:
Los Angeles
Michigan City, Ind.
Warren, Pa.
Walden, N.Y.
Galt, Ontario

Showrooms:
Chicago
Los Angeles
San Francisco
New York City

Authorized dealers everywhere

SALES STIMULATORS

BURROUGHS CORP.—The dealer advertising department recently has released a modern window-counter display to its dealers. Featuring the Burroughs Ten Key and Director adding machines, the new display is designed in two separate units. Interchanging placards make it adaptable to year-round sales promotions with "Inventory and Income Tax" being the theme for the first-of-the-year. Alternating flashers animate the "New Choice" in Burroughs adding machines. **(Card No. 123.)**

SHIPMAN-WARD MFG. CO.—Available to dealers is the company's newly issued Mechanic's Tool Catalog which presents an attractive appearance in illustrated form. Featured is the DeLuxe Professional model which is devoid of sharp corners or metal protrusions with every tool held in place in individual pockets easily accessible. An index on the last page of the manual provides a quick key to its contents. **(Card No. 124.)**

EVER-READY ELECTRIC CO. — Smartly styled and generously illustrated in color is the company's recently issued dealer catalog No. 155. Called the Merchandiser, it presents a carefully planned selection of nationally advertised merchandise for office and home use. An index and order blanks are contained in the tag end of the Merchandiser. Products covered range from minute items to tables and wall cabinets. **(Card No. 106.)**

U-FILE-M BINDER MFG. CO., INC.—The company reports its U-File-M binder strips now are all dressed up in a new trial size package displayed in colorful, compact carton. The green leatherette unit holds 40 envelopes, each of which contains 25 eleven-inch binder strips and retails for 49c. The product, when mounted in file folders, secures papers without bulk. **(Card No. 101.)**

MAYER MFG. CORP.—The company now has available a new, all wire individual window or counter display rack for showing of Roll-Master memo pads. The pad comes in four harmonizing finishes, including two deluxe finishes of chrome plated steel and all brass brush finish. Mayer states the displays are available to all retailers. **(Card No. 105.)**

DORO MFG. CO.—A new general price list of its complete line of wood office equipment recently has been published by Doro. It is available to dealers on request. Estimates are also furnished on desired items through the special order department. **(Card No. 102.)**

Continued on next page

THE "KEY" TO THE CARD

Every Sales Stimulator carried on this and the succeeding page carries a number. If you are interested in that particular item, simply circle the corresponding number on the card and drop it into the mail. No postage is required. From that point on, OFFICE APPLIANCES, with the cooperation of the manufacturers, will "carry the ball." We'll see to it that all the promotional sales material you wish is on its way to you with dispatch.

YAWMAN AND ERBE MFG. CO.—A completely revised Y and E supplies catalog has been prepared by the company. The 70 page catalog No. 4071 replaces all previous manuals and presents the company line in an entirely new format. Items are liberally illustrated to supplement the word pictures. Each group of products is shown separately for the convenience of dealers. **(Card No. 121.)**

FASTENER CORP.—An attractive little counter display now is available on the Duo-Fast pocket stapler. It is made of wood and masonite, silk screened in turquoise blue and black. The display measures 7 inches wide and 6 inches high. It is obtainable on request. **(Card No. 122.)**

service bureau OFFICE APPLIANCES

Please ask the manufacturers, indicated by the key numbers I have circled, to send further information without delay.

NEW EQUIPMENT & SUPPLIES

1	6	11	16	21	26	31	36	41	46	51	56	61	66	71
2	7	12	17	22	27	32	37	42	47	52	57	62	67	72
3	8	13	18	23	28	33	38	43	48	53	58	63	68	73
4	9	14	19	24	29	34	39	44	49	54	59	64	69	74
5	10	15	20	25	30	35	40	45	50	55	60	65	70	75

SALES STIMULATORS

101	106	111	116	121	126	131	136	141
102	107	112	117	122	127	132	137	142
103	108	113	118	123	128	133	138	143
104	109	114	119	124	129	134	139	144
105	110	115	120	125	130	135	140	145

February 1955 issue of OFFICE APPLIANCES. Card void after April 1, 1955.

NAME _____ POSITION _____

FIRM NAME _____

ADDRESS _____ CITY _____ ZONE _____ STATE _____

FIRST CLASS
Permit No. 9273
Sec. 34.9. P.L.&R.
CHICAGO, ILL.

BUSINESS REPLY CARD
No Postage Stamp Necessary If Mailed In United States

Postage will be paid by

OFFICE APPLIANCES
600 West Jackson Blvd.
Chicago 6, Illinois

February 7-11—Stationers Association of Great Britain & Ireland Stationery Trade Fair, Harrogate, England.

February 28-March 3—Wholesale Stationers Association of U.S.A. 39th annual convention, Hotel New Yorker, New York City.

February 28—March 3—13th annual Management Seminar and Business Show sponsored by the Office Management Association of Chicago in conjunction with Northwestern University, Conrad Hilton Hotel.

March 20-23—National Office Furniture Association convention and exhibit, The Conrad Hilton Hotel, Chicago.

March 24-26—NSOEA Region 4 convention, Bon Air Hotel, Augusta, Ga.

April 3-5—NSOEA Region 5 convention, French Lick Springs Hotel, French Lick, Ind.

April 21-22—NSOEA Region 9 convention, Marion Hotel, Little Rock, Ark.

April 24-27—National Association of College Stores, Inc., Dallas, Tex.

May 1-3—NSOEA Region 6 convention, Wisconsin Hotel, Milwaukee, Wis.

May 5-6—NSOEA Region 8 convention, Broadview Hotel, Wichita, Kans.

May 9-10—NSOEA Region 10 convention, The LaFonda, Santa Fe, N. M.

May 16-17—NSOEA Region 14 convention, Ambassador Hotel, Los Angeles, Calif.

May 19-21—NSOEA Region 12 convention, Claremont Hotel, Berkeley, Calif.

May 22-26—36th International Conference & Exposition of National Office Management Association. Mutual Arena and Royal York Hotel, Toronto, Ontario.

May 23-24—NSOEA Region 11 convention, Hotel Gearhart, Gearhart, Ore.

May 27-28—NSOEA Region 7 convention, Hotel Duluth, Duluth, Minn.

May 29-June 1—Stationers Guild of Canada, Inc., annual meeting, Admiral Beatty Hotel, St. John, N. B.

June 3-4—NSOEA Region 2 convention, Whiteface Inn, Lake Placid, N. Y.

June 13-14—NSOEA Region 3 convention, Pocono Manor Inn, Pocono Manor, Pa.

June 20-21—NSOEA Region 13 convention, Grossinger's Country Club, Grossingers (Ferndale), N. Y.

June 23-25—NSOEA Region 1 convention, Griswold Hotel, Groton, Conn.

June 26-29—National Office Machine Dealers Association annual convention, exhibit, Cosmopolitan Hotel, Denver, Colo.

September 28-30—Annual convention and exhibit of Marking Device Association, Edgewater Beach Hotel, Chicago.

October 1-5—National Stationery & Office Equipment Association annual convention, exhibit, Conrad Hilton Hotel, Chicago.

FIRST CLASS
Permit No. 9273
Sec. 34.9. P.L.&R.
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service bureau **OFFICE APPLIANCES**

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SALES STIMULATORS

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105	110	115	120	125	130	135	140	145

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NAME _____ POSITION _____

FIRM NAME _____

ADDRESS _____ CITY _____ ZONE _____ STATE _____

SALES STIMULATORS

Continued

REUBEN CO.—Recently off the press is Reuben's new catalog No. 34 with items generously illustrated and described. Featured in the manual is the company's "5 in 1" Converto-Binder. Offered with zipper ring binders, the item can be swiftly transformed into binders of four different capacities by use of extra ring metals taken from stock. **(Card No. 103.)**

ADJUSTABLE FIXTURE CO.—Now ready for delivery to dealers is the company's latest catalog No. 58. With an eye-arresting cover and done in black, white and yellow it details Adjustable's line of lighting fixtures. Lamps of all sizes, shapes and design are featured in the attractive manual. **(Card No. 107.)**

SWIFT BUSINESS MACHINES CORP.—An attractive wall poster executed in vivid colors has been released by the company to spur sales of its adding machines. Swift states the item is offered free to the trade upon request. **(Card No. 104.)**

TOLA SPECIALTIES—The firm has issued a pamphlet calling attention to its line of simulated leather covers. Featured are covers to hold directories, phone books and magazines and a complete desk pad. **(Card No. 108.)**

Dealers...be wise to Heyer Dupli-kit SALES!

- **profit-wise** . . . You get a Big Profit on each one you sell!
- **supply-wise** . . . You get a big continuous demand for coordinated Dupli-kit supplies!
- **service-wise** . . . Letters below show how Dupli-kit makes friends in use . . . no return or service problems!

PRINT IT EASY!

$10.95

PRINT IT EASY with this completely new "printing plant" in a package. Performs many small duplicating jobs . . . advertising post cards, inventory and record cards, notices, envelope stuffers, price cards, discount or packing slips, shipping tags, labels, or packages. New patented base with TRU-LINE GUIDE SLOTS assures perfect printing and registration on every piece. Uses low cost stencil on which message is typed, written or drawn.

—another example of Heyer's engineered efficiency—

A complete "direct-mail department" for the desk—for the home!

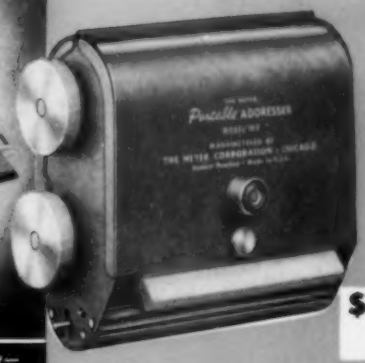
BOTH MACHINES IN THE

Heyer Dupli-kit

WITH INITIAL SUPPLIES

only $19.90 complete!

ADDRESS IT QUICK!



$10.95

ADDRESS IT QUICK with this portable addresser. So easy to use. Loads and handles like a camera. Spirit Fluid is applied, and address rolled on, in one smooth motion. Accommodates about 250 addresses on a single, changeable Master paper roll. Easy-to-fill wick cartridge holds sufficient fluid for full run. Each address good for 100 or more impressions. Speeds hundreds of routine operations where addressing or printing is required.

Here's what your customers . . . in many fields are saying about the *Dupli-kit*

CHURCHES *Birmingham, Ala.*—"Our Heyer Portable Addresser is giving us excellent service, and is ideal for a small church inasmuch as we can't afford a large expensive machine." *Baltimore, Md.* "I am more than pleased with the fine results from the Portable Addresser." *Kittanning, Pa.* "We believe your Postcard Printer is a wonderful machine, carefully thought out and geared for fine results."

SCHOOLS *Marietta, Ohio* — "We have the Heyer Postcard Printer, and it's perfectly wonderful for short quiz questions or lab directions." *Seattle, Washington.* "Your Postcard Printer is so good for us because we can put the printing exactly where we want it, time after time." *Marion, Illinois.* "The Postcard Printer is such a part of our work that we can't seem to do without it."

BUSINESSES *Boston, Mass.* — "We have used your Portable Addresser daily and we couldn't do without it." *Marinette, Wisconsin.* "The Heyer Portable Addresser enables us to get monthly advertising out in a matter of hours instead of days!" *Endicott, N. Y.* "We recently purchased one of the Heyer Dupli-kits and have found it to be most efficient and practical."

CLUBS *Lombard, Ill.* — "I have one of your Postcard Printers in my possession which I have used for club announcements. I have found it very satisfactory." *Clinton, N. Carolina.* "Our Club just purchased one of your Postcard Printers, and we're perfectly satisfied with it." *Chicago, Ill.* "Our Addresser is certainly an efficient and practical machine."

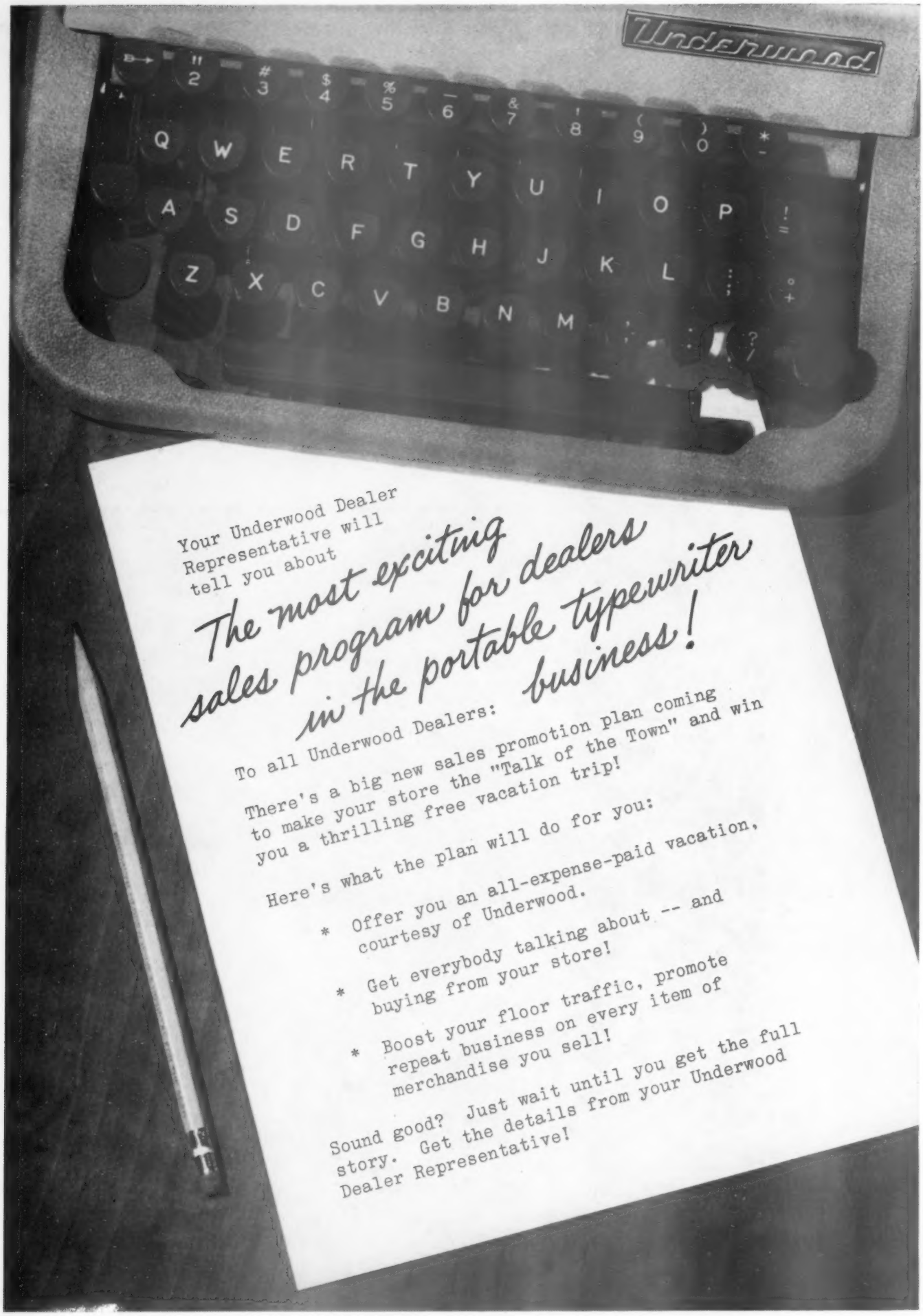
SOCIETIES *St. Louis, Mo.* — "Your portable addresser speeds up our work considerably." *New York City.* "Your Portable Addresser has made our addressing job easier and quicker and is really a wonderful machine." *Manteca, Calif.* "We certainly enjoy using the Dupli-kit."

BANKS *Oak Park, Ill.* — "We are using two Portable Addressers for a list of 20,000 names . . . best invention we've encountered." *Miami, Fla.* "We have found your Postcard Printer indispensable." *Newtonville, Mass.* "We have a card printer made by your company which has proved its value many times over during the past year and a half."

All of the testimonials on this page plus many more are in our files

THE Heyer CORPORATION
1852 SOUTH KOSTNER AVENUE
CHICAGO 23, ILLINOIS

FAMOUS IN DUPLICATING FOR OVER 50 YEARS


Underwood
Your Underwood Dealer
Representative will
tell you about
The most exciting
sales program for dealers
in the portable typewriter
business!
To all Underwood Dealers:
There's a big new sales promotion plan coming
to make your store the "Talk of the Town" and win
you a thrilling free vacation trip!
Here's what the plan will do for you:
* Offer you an all-expense-paid vacation,
courtesy of Underwood.
* Get everybody talking about -- and
buying from your store!
* Boost your floor traffic, promote
repeat business on every item of
merchandise you sell!
Sound good? Just wait until you get the full
story. Get the details from your Underwood
Dealer Representative!

1955

OFFICE APPLIANCES

BUYERS INDEX ISSUE

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Trade Names and Trade Marks..... 291

Trade Association Information..... 21

National Convention Dates..... 322

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Inquiry Cards.....Inside the Back Cover

FEBRUARY
PART 2

The Key to Product Sources

FIRST BY MERIT

Success

DESK
CALENDARS

★

The Standard of Quality

COLUMBIAN ART WORKS INC.
2300 W. CORNELL ST. MILWAUKEE 9, WISCONSIN

1955

BUYERS INDEX ISSUE

publisher
JOHN A. GILBERT

editor
W. S. LENNARTSON

assoc. editor
R. G. JOHNSON

adv. copy mgr.
L. L. SCHIMEK

circulation and business mgr.
C. W. GILBERT

a modern directory of sources for equipment, mechanical appliances and supplies for the office

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THE OFFICE APPLIANCE COMPANY

600 West Jackson Blvd., Chicago 6, Illinois

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Alphabetical List of MANUFACTURERS AND SUPPLIERS

A

A & F Tileboard Co., P. O. Box 4085, Alexandria, La.
A. & W. Products Co., Inc., 44-16 23rd St., Long Island City, N. Y.

ABBOTT COIN COUNTER CO., 143rd-144th Sts. & Wales Ave., New York 54, N. Y.
(See advertisement on page 82)

Abco Plastic and Supply Co., Division of Bro-Dart Industries, 59 E. Alpine St., Newark 5, N. J.

ACCO PRODUCTS, INC., Riverside Dr., Ogdensburg, N. Y.
(See advertisement on page 141)

Accounting Press, Inc., 222 W. Adams St., Chicago 6, Ill.
Accurate Sales Book Co., 211 W. Kilbourn Ave., Milwaukee 13, Wis.
Ace Art Co., Reading, Mass.
Ace Duplicating Supply Co., Inc., 2616 Sunset Blvd. Los Angeles 26, Calif.

ACE FASTENER CORP., 3415 N. Ashland Ave., Chicago 13, Ill.
(See advertisement on page 261)

Ace Lite-Step Co., 1708-14 S. State St., Chicago 16, Ill.
Ace Loose Leaf Bindery Co., 45 S. Wells St., Chicago, Ill.
Ackerman-Gould Co., 92 Bleecker St., New York 12, N. Y.

ACME BULLETIN & DIRECTORY BOARD CORP., 37 E. 12th St., New York 3, N. Y.
(See advertisement on page 54)

Acme Fastener Co., 2533 Sullivan Ave., St. Louis 7, Mo.
Acme Letter File Corp., 168 Park Row, New York 38, N. Y.
Acme Lite Products Co., Congers, N. Y.

ACME PRODUCTS CO., 406 N. Van Buren St., Green Bay, Wis.
(See advertisement on page 214)

Acme Publishing Co., 126 W. 22nd St., New York 11, N. Y.

ACME SAFE CO., INC., 139 Grand St., New York, N. Y.
(See advertisement on page 248)

Acme Shear Co., Bridgeport 1, Conn.
Acme Staple Co., 1643 Haddon Ave., Camden 3, N. J.
Acme Stencil Co., 2056 E. Fourth St., Cleveland 14, Ohio
Acme Visible Records, Inc., Crozet, Va.
Acorn Pencil Co., Shelbyville, Tenn.
Acro Wood Products Corp., 321 Broadway, New York, N. Y.
Acromark Co., 103 Morrell St., Elizabeth 4, N. J.
Adams Bros. Salesbook Co., Topeka, Kans.
Adams, Cushing & Foster, Inc., 29 Melcher St., Boston, Mass.
Adams, Henry T., Mfg. Co., Mill Shoals, Ill.
Adams, S. G., Co., Tenth & Olive Sts., St. Louis 1, Mo.
Add-A-Unit Partition Co., 946 W. North Ave., Chicago, Ill.
Addo Machine Co., Inc., 145 W. 57th St., New York, N. Y.
Addressing Machine & Equipment Co., 326 Broadway, New York 7, N. Y.
Addressograph-Multigraph Corp., 1200 Babbitt Rd., Cleveland, Ohio
Addressoplate Corp., 373 Broadway, New York 13, N. Y.
Address-O-Rite Stencil & Machine Co., Inc., 64 W. 23rd St., New York 10, N. Y.
Adhesive Products Corp., 1660 Boone Ave., New York 60, N. Y.
Adirondack Chair Co., 1140 Broadway, New York 1, N. Y.
Adjustable Caster Co., 1411 Walnut St., Philadelphia 2, Pa.

ADJUSTABLE FIXTURE CO., 104 E. Mason St., Milwaukee 2, Wis.
(See advertisement on page 205)

Adjusto-Swing Office Machine Stands Co., 16131 E. Warren St., Detroit 24, Mich.
Advance Directory Co., 204 E. 22nd St., New York 10, N. Y.
Advance Industries, 1900 S. California Ave., Chicago, Ill.
Advance Salesbook Co., 148 W. 24th St., New York 11, N. Y.

ADVANCO PRODUCTS, Div. Advance Salesbook Co., 148 W. 24th St., New York 11, N. Y.
(See advertisement on page 171)

Aetna Products Co., P. O. Box 438, Hicksville, N. Y.
Affleck Stationery Co., P. O. Box 9, Palmer, Mass.
Aget Mfg. Co., 1408 E. Church St., Adrian, Mich.

AIGNER, G. J., CO., 426 S. Clinton St., Chicago 7, Ill.
(See advertisements on pages 198, 202)

AIGNER INDEX CO., 99 Reade St., New York 13, N. Y.
(See advertisements on pages 198, 202)

Airgard Mfg. Co., 362 W. Erie St., Chicago 10, Ill.
Airguide Instrument Co., 2210 Wabansia Ave., Chicago 47, Ill.
Airline Mfg. Co. of Connecticut, Warehouse Point, Conn.
Airline Yarn Products Co., Inc., Gastonia, N. C.
Airtemp Div., Chrysler Corp., 1600 Webster St., Dayton 1, Ohio
Ajax Time Stamp Co., Inc., 368 Broadway, New York 13, N Y.

AJUSTO EQUIPMENT CO., 2144 Madison Ave., Toledo 2, Ohio
(See advertisement on page 268)

Aladdin Industries, Inc., 703 Murfreesboro Rd., Nashville, Tenn.
Albemarle Paper Mfg. Co., Richmond, Va.
Albright, J. E., & Co., 833 Broadway, New York, N. Y.
Alexander Mfg. Co., Bloomington, Ill.
All Purpose Metal Equipment Corp., 258 Mill St., Rochester 4, N. Y.
All Type Staple Co., 1600 Manhattan Ave., Union City, N. J.
Allegan Paper Products Co., Allegan, Mich.
Allen & Co., 13 Vandewater St., New York 7, N. Y.
Allen, R. C., Business Machines, Inc., 678 Front Ave., N.W., Grand Rapids 4, Mich.
Allen, T. V., Co., 1025 W. 7th St., Los Angeles, Calif.
Alliance Rubber Co., Hot Springs, Ark.
Allied Carbon & Ribbon Mfg. Corp., 165 Duane St., New York 13, N. Y.
Allied Mercantile Co., 220 Broadway, New York 38, N. Y.
Allied Research Corp., 85 Childs St., West Lynn, Mass.

ALL-LUMINUM PRODUCTS, Reed St. 36th to 37th, Philadelphia 46, Pa.
(See advertisement on page 269)

All-Mark Stamp & Sales Co., 124 S. Chestnut St., Youngstown 1, Ohio
All-Rite Pen, Inc., 241 Hudson St., Hackensack, N. J.

ALL-STEEL EQUIPMENT INC., 44 Griffith Ave., Aurora, Ill.
(See advertisement on page 109)

Alma Desk Co., High Point, N. C.
Almac Plastics, Inc., 600 Broadway, New York, N. Y.
Alpine Mfg. Co., 753 Main St., Fitchburg, Mass.
Alteneder, Theo., & Sons, 1217 Spring Garden St., Philadelphia 23, Pa.
Aluminum Cooking Utensil Co., Inc., Wear-Ever Bldg., New Kensington, Pa.
Aluminum Ladder Co., Worthington, Pa.

ALUMINUM SEATING CORP., 17 S. Cherry St., Akron 8, Ohio
(See advertisement on page 75)

Aluminum Venetian Blind Co., 7461 S. South Chicago Ave., Chicago, Ill.

ALVIN & CO., 853 Palisade Ave., Windsor, Conn.
(See advertisement on page 229)

AMBERG FILE & INDEX CO., Kankakee, Ill.
(See advertisement on page 173)

American Addressing Machine Corp., 510 Sixth Ave., New York 11, N. Y.
American Art Clay Co., 4717 W. 16th St., Indianapolis 24, Ind.
American Art Works, Coshocton, Ohio
American Automatic Typewriter Co., 2323 N. Pulaski Road, Chicago 39, Ill.
American Bank Equipment Co., 5408 Jefferson St., Philadelphia 31, Pa.
American Beauty Cover Co., 2002 N. Field St., Dallas 1, Tex.
American Bible Society, 450 Park Ave., New York, N. Y.
American Binder Co., 230 Taaffe Place, Brooklyn 5, N. Y.
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American Business Systems, 2929 "B" St., Philadelphia, Pa.
American Cabinet Hardware Corp., Rockford, Ill.
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American Envelope Co., West Carrollton, Ohio
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AMERICAN HAIR & FELT CO., Mdse. Mart Plaza, Chicago 54, Ill.
(See advertisement on page 218)

American Kleer-Vu Plastics, Inc., 53-06 Grand Ave., Maspeth 78, N. Y.
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American Latex Products Corp., 3341 W. El Segundo Blvd., Hawthorne, Calif.
American Leather Mfg. Co., 250 Passaic St., Newark, N. J.
American Lithofold Corp., 500 Bittner St., St. Louis 15, Mo.
American Machine Works, Inc. 1320 Clark St., Racine, Wis.
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American Wall Safe Mfg. Co., Inc., 274 Main St., Worcester, Mass.
American Writing Ink Co., Inc., 15 Hathaway St., Boston 10, Mass.
American Writing Paper Corp., Holyoke, Mass.
Ameron Wallet & Leather Novelty Co., 4 W. 22nd St., New York 10, N. Y.
Ames Bag Co., Inc., 7017 Euclid Ave., Cleveland 3, Ohio
Ames & Rollinson, 50 Church St., New York, N. Y.
Ames Safety Envelope Co., 21 Vine St., Somerville, Mass.
Ames Supply Co., 564 W. Randolph St., Chicago 6, Ill.
Ameurope, Inc., 57 Newark Ave., Jersey City 2, N. J.
Amity Leather Products Co., West Bend, Wis.
Amplifier Corp. of America, 398 Broadway, New York 13, N. Y.
Anchor Hocking Glass Corp., Lancaster, Ohio
Anderson Desk Mfg. Co., 1715 Johnston St., Los Angeles 31, Calif.
Anderson-Hickey Co., Inc., 915 Cherokee Ave., Nashville 7, Tenn.
Anderson & Sons, Inc., Elm and Notre Dame Sts., Westfield, Mass.
Andrews, P. L., Corp., 1328 Broadway, New York, N. Y.
Andrews-Alderfer Co., Foam Div., 1055 Home Ave., Akron 10, Ohio
Angle Genesee Corp., 107 Norris Dr., Rochester 10, N. Y.
Angle Steel, Inc., Plainwell, Mich.
Angler's Products Co., 45-22 162nd St., Flushing 58, N. Y.
Annin & Co., 85 Fifth Ave., New York, N. Y.
Ansty, Arch K., Co., 171 Second St., San Francisco 5, Calif.
Antiseptol Co., 5524 Northwest Highway, Chicago, Ill.
Apex Business Systems, 540 Pearl St., New York, N. Y.
Apex Products Corp., 48 W. 22nd St., New York, N. Y.
Applegate Chemical Co., 5630 Harper Ave., Chicago 37, Ill.
Appleton-Century-Crofts, Inc., 35 W. 32nd St., New York 1, N. Y.
Appleton Coated Paper Co., Appleton, Wis.
Appliance Products Co., 2034 Jenifer St., Madison 4, Wis.
Applicator Co., 157 13th St., Brooklyn 15, N. Y.

APSCO PRODUCTS, INC., 336 N. Foothill Road, Beverly Hills, Calif.
(See advertisement on page 226)

Aqua Sportsman, Inc., 2518 Leslie Ave., Norwood, Cincinnati 12, Ohio
Arabol Mfg. Co., 110 E. 42nd St., New York, N. Y.
Arch Pen Co., 123 W. Madison St., Chicago, Ill.
Archer Label Co., 783 Kohler St., Los Angeles 21, Calif.
Arco Manifolding Co., 21 Rose St., New York 7, N. Y.

ARD MFG. CO., INC., 19 Vine St., Evansville, Ind.
(See advertisement on page 206)

Arel, Inc., 4916 Shaw St., St. Louis 10, Mo.
Argus Mfg. Co., 1134 N. Kilbourn Ave., Chicago 51, Ill.
Ark-N-Sets, 100 Center St., Little Rock, Ark.
Arlington Seating Co., Arlington Heights, Ill.
Armstrong Cork Co., Lancaster, Pa.
Arnold, R. L., Pen Co., Inc., 142 E. Washington St., Petersburg, Va.
Arnolt Corp., Warsaw, Ind.

ARNOT-JAMESTOWN DIVISION, AETNA STEEL PRODUCTS CORPORATION, Jamestown, N. Y.
(See advertisement on page 224)

ARROW FASTENER CO., INC., One Junius St., Brooklyn 12, N. Y.
(See advertisement on page 263)

Arrow Lamp Mfg. Co., Inc., 22 W. 19th St., New York 11, N. Y.

ARROW PAPER PRODUCTS CO., 502 W. 30th St., New York, N. Y.
(See advertisement on page 146)

Arrowball Corp., Ilion, N. Y.
Art Crayon Co., 11 W. 42nd St., New York, N. Y.
Art Emboss-Print Co., Inc., 4520 S. Western Ave., Los Angeles, Calif.
Art In Bronze Foundry, 1621 E. 41st St., Cleveland, Ohio

ART METAL CONSTRUCTION CO., Jamestown, N. Y.
(See advertisement on page 117)

Art Metal Products Co., 3125 S. Kolin St., Chicago, Ill.
Art Novelty Mfg. Co., 1515 W. Cullerton St., Chicago 8, Ill.
Art Plastics Mfg. Co., 1240 S. Main St., Los Angeles 15, Calif.
Art Specialty Co., 3245 W. Lake St., Chicago 24, Ill.

ART STEEL SALES CORP., 170 W. 233rd St., New York 63, N. Y.
(See advertisements on pages 142, 143)

Artility Metal Products, Inc., Elkhart, Ind.
Artistic Desk Pad & Novelty Co., 721 E. 133rd St., New York 54, N. Y.
Artistic Lamp Mfg. Co., Inc., 395 Fourth Ave., New York 16, N. Y.
Artistic Reed & Willow Mfg. Co., 726 S. Desplaines St. Chicago 7, Ill.
Artkraft Mfg. Corp., Lima, Ohio
Artmor Plastics Corp., 1003 Oldtown Road, Cumberland 21, Md.
Ashtabula Hide & Leather Co., 3906 Main Ave., Ashtabula, Ohio
Associate Products Co., 3463 E. Tremont Ave., New York 65, N. Y.
Associated Industrial Designers, P. O. Box 39562, Los Angeles 39, Calif.
Associated Services, P. O. Box 48, Carlinville, Ill.

ASSOCIATED STATIONERY SUPPLY CO., 231 S. Jefferson St., Chicago 6, Ill.
(See advertisement on page 178)

Athol Mfg. Co., Athol, Mass.
Atlantic Brass Works, Inc., 2600 W. Addison St., Chicago, Ill.
Atlantic Furniture Products Co., Inc., 1330 S. Sharp St., Baltimore, Md.
Atlantic Register Co., 144 Moody St., Waltham 54, Mass.
Atlas Machine Cover Mfg. Co., 2424 S. Canal St., Chicago 16, Ill.
Atlas Sponge Co., 9 White St., New York, N. Y.
Atlas Stationery Corp., 57 W. 23rd St., New York, N. Y.

ATLAS STENCIL FILES CORP., 16722 Westfield Ave., Cleveland 10, Ohio
(See advertisements on pages 160, 163)

Atlas Tack Corp., Fairhaven, Mass.
Atlas Tag Co., Neenah, Wis.
Auburn Heights Mfg. Co., 2481 Leach Rd., Pontiac, Mich.
Auburn Mfg. Co., 10 Stack St., Middletown, Conn.
Aurora Steel Products Co., 153 Third St., Aurora, Ill.
Autocopy, Inc., 12150 S. Peoria St., Chicago 43, Ill.
Autographic Business Forms, Inc., 212 7th St., Hoboken, N. J.
Automatic Colmwrapping Machine Corp., 37 E. 18th St., New York, N. Y.
Automatic File & Index Co., 549 W. Washington Blvd., Chicago, Ill.
Automobile Cover Corp., 3526 Hudson Blvd., Jersey City, N. J.
Automotive Stamping Co., 15391 Idaho Ave., Detroit 38, Mich.
Autopoint Co., 1801 Foster Ave., Chicago 40, Ill.
Avalon Products, Inc., 1330 E. 16th St., Los Angeles 21, Calif.
Avery Adhesive Label Corp., 1616 S. California Ave., Monrovia, Calif.
Avon Pen Products Co., Inc., P. O. Box 64, New York 10, N. Y.
Ayres Corp., P. O. Box 1081, Wilmington, Calif.

B

BB Chemical Co., 784 Memorial Drive, Cambridge 39, Mass.
B-B Pen Co., Inc., 6245 Santa Monica Blvd., Hollywood 38, Calif.

B-T CO., INC., 121 N. Broadway, Milwaukee 2, Wis.
(See advertisement on page 252)

Bache, Semon, & Co., 636 Greenwich St., New York 14, N. Y.
Baco Ribbon & Supply Co., 612 N. Sappington, Kirkwood 22, Mo.
Badgaire, Inc., 2251 S. Allis St., Milwaukee 7, Wis.
Badger Paper Mills, Inc., Peshtigo, Wis.
Baff Mfg. Co., North Arlington, N. J.
Bailie Wickercraft Corp., 827 Washington St., Boston, Mass.

BAINBRIDGE, KIMPTON & HAUPT, INC., 218 Greenwich St., New York 8, N. Y.
(See advertisement on page 23)

Bainbridge's, Chas. T., Sons, 20 Cumberland St., Brooklyn 1, N. Y.
Bakelite Corp., 30 E. 42nd St., New York, N. Y.
Baker Brush Co., Inc., 83 Grand St., New York, N. Y.
Baker Check Tray Co., 15½ E. Central Ave., Miami, Okla.
Ball Pen Co., 6235 Santa Monica Blvd., Hollywood, Calif.
Ballard Pencil Co., P. O. Box B, Glenwood, N. J.
Ballymore Co., 139 Pennsylvania Ave., Wayne, Pa.
Baltimore Salesbook Co., 3120 Frederick Ave., Baltimore 29, Md.
Bandes, Julius, & Co., Inc., 3 Cedar Lane, New Hyde Park, L. I., N. Y.
Bank Products Co., 3 Park Place, New York 7, N. Y.
Bank Vault Inspection Co., 1809 Callowhill St., Philadelphia 30, Pa.

BANKERS BOX CO., 720 S. Dearborn St., Chicago 5, Ill.
(See advertisements on pages 39, 40, 165, 166, 167, 168)

BANKERS & MERCHANTS, INC., 3229 N. Sheffield Ave., Chicago 13, Ill.
(See advertisement on page 245)

Banov-Bernsley & Co., Inc., 37 E. 21st St., New York 10, N. Y.
Barber-Colman Company, 1244 Rock St., Rockford, Ill.
Barcalo Mfg. Co., 166 Chandler St., Buffalo 7, N. Y.

BARCO CHEMICAL PRODUCTS CO., 701 S. LaSalle St., Chicago 5, Ill.
(See advertisement on page 281)

Bare, D. M., Paper Co., Roaring Springs, Pa.
Barker Greeting Card Co., P. O. Box 2177, Cincinnati 1, Ohio
Barkin Expanding Envelope Co., Inc., 78 Greene St., New York, N. Y.

BARKLEY, C. L., & CO., 1220 W. Van Buren St., Chicago 7, Ill.
(See advertisements on pages 174, 196)

Barnard, Geo. D., Co., 3863 Laclede Ave., St. Louis 8, Mo.
Barnes, A. R., & Co., 8111 N. St. Louis St., Skokie, Ill.
Barrett Adding Machine Div., Lanston Monotype Machine Co., 24th at Locust St., Philadelphia 3, Pa.
Barrett Bindery Co., 1330 W. Monroe St., Chicago 7, Ill.
Barrett, C. E., & Co., 6794 N. Ionia St., Chicago, Ill.
Barrett, P. L., 118 Brooke Ave., Norfolk, Va.
Barrett, Wm. L., Co., 30 School St., Bristol, Conn.
Barricks Mfg. Co., 2253 S. Halsted St., Chicago 8, Ill.
Bartlett Label Co., 2135 Portage St., Kalamazoo 29F, Mich.
Barwel Mfg. Co., Inc., 95 Commercial St., Brooklyn, N. Y.

BASSICK CO., 437 Howard Ave., Bridgeport 2, Conn.
(See advertisement on page 68)

Bastian Brothers Co., 1600 N. Clinton Ave., Rochester 1, N. Y.

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OFFICE APPLIANCES

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BUYERS INDEX ISSUE

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THE OFFICE APPLIANCE COMPANY
600 West Jackson Blvd., Chicago 6, Illinois

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◄ SEE PAGES 24 TO 290 FOR PRODUCT LISTINGS; TRADE NAMES 291 TO 322 ►

Alphabetical List of MANUFACTURERS AND SUPPLIERS

A

A & F Tileboard Co., P. O. Box 4085, Alexandria, La.
A. & W. Products Co., Inc., 44-16 23rd St., Long Island City, N. Y.

ABBOTT COIN COUNTER CO., 143rd-144th Sts. & Wales Ave., New York 54, N. Y.
(See advertisement on page 82)

Abco Plastic and Supply Co., Division of Bro-Dart Industries, 59 E. Alpine St., Newark 5, N. J.

ACCO PRODUCTS, INC., Riverside Dr., Ogdensburg, N. Y.
(See advertisement on page 141)

Accounting Press, Inc., 222 W. Adams St., Chicago 6, Ill.
Accurate Sales Book Co., 211 W. Kilbourn Ave., Milwaukee 13, Wis.
Ace Art Co., Reading, Mass.
Ace Duplicating Supply Co., Inc., 2616 Sunset Blvd. Los Angeles 26. Calif.

ACE FASTENER CORP., 3415 N. Ashland Ave., Chicago 13, Ill.
(See advertisement on page 261)

Ace Lite-Step Co., 1708-14 S. State St., Chicago 16, Ill.
Ace Loose Leaf Bindery Co., 45 S. Wells St., Chicago, Ill.
Ackerman-Gould Co., 92 Bleecker St., New York 12, N. Y.

ACME BULLETIN & DIRECTORY BOARD CORP., 37 E. 12th St., New York 3, N. Y.
(See advertisement on page 54)

Acme Fastener Co., 2533 Sullivan Ave., St. Louis 7, Mo.
Acme Letter File Corp., 168 Park Row, New York 38, N. Y.
Acme Lite Products Co., Congers, N. Y.

ACME PRODUCTS CO., 406 N. Van Buren St., Green Bay, Wis.
(See advertisement on page 214)

Acme Publishing Co., 126 W. 22nd St., New York 11, N. Y.

ACME SAFE CO., INC., 139 Grand St., New York, N. Y.
(See advertisement on page 248)

Acme Shear Co., Bridgeport 1, Conn.
Acme Staple Co., 1643 Haddon Ave., Camden 3, N. J.
Acme Stencil Co., 2056 E. Fourth St., Cleveland 14, Ohio
Acme Visible Records, Inc., Crozet, Va.
Acorn Pencil Co., Shelbyville, Tenn.
Acro Wood Products Corp., 321 Broadway, New York, N. Y.
Acromark Co., 103 Morrell St., Elizabeth 4, N. J.
Adams Bros. Salesbook Co., Topeka, Kans.
Adams, Cushing & Foster, Inc., 29 Melcher St., Boston, Mass.
Adams, Henry T., Mfg. Co., Mill Shoals, Ill.
Adams, S. G., Co., Tenth & Olive Sts., St. Louis 1, Mo.
Add-A-Unit Partition Co., 946 W. North Ave., Chicago, Ill.
Addo Machine Co., Inc., 145 W. 57th St., New York, N. Y.
Addressing Machine & Equipment Co., 326 Broadway, New York 7, N. Y.
Addressograph-Multigraph Corp., 1200 Babbitt Rd., Cleveland, Ohio
Addressoplate Corp., 373 Broadway, New York 13, N. Y.
Address-O-Rite Stencil & Machine Co., Inc., 64 W. 23rd St., New York 10, N. Y.
Adhesive Products Corp., 1660 Boone Ave., New York 60, N. Y.
Adirondack Chair Co., 1140 Broadway, New York 1, N. Y.
Adjustable Caster Co., 1411 Walnut St., Philadelphia 2, Pa.

ADJUSTABLE FIXTURE CO., 104 E. Mason St., Milwaukee 2, Wis.
(See advertisement on page 205)

Adjusto-Swing Office Machine Stands Co., 16131 E. Warren St., Detroit 24, Mich.
Advance Directory Co., 204 E. 22nd St., New York 10, N. Y.
Advance Industries, 1900 S. California Ave., Chicago, Ill.
Advance Salesbook Co., 148 W. 24th St., New York 11, N. Y.

ADVANCO PRODUCTS, Div. Advance Salesbook Co., 148 W. 24th St., New York 11, N. Y.
(See advertisement on page 171)

Aetna Products Co., P. O. Box 438, Hicksville, N. Y.
Affleck Stationery Co., P. O. Box 9, Palmer, Mass.
Aget Mfg. Co., 1408 E. Church St., Adrian, Mich.

AIGNER, G. J., CO., 426 S. Clinton St., Chicago 7, Ill.
(See advertisements on pages 198, 202)

AIGNER INDEX CO., 99 Reade St., New York 13, N. Y.
(See advertisements on pages 198, 202)

Airgard Mfg. Co., 362 W. Erie St., Chicago 10, Ill.
Airguide Instrument Co., 2210 Wabansia Ave., Chicago 47, Ill.
Airline Mfg. Co. of Connecticut, Warehouse Point, Conn.
Airline Yarn Products Co., Inc., Gastonia, N. C.
Airtemp Div., Chrysler Corp., 1600 Webster St., Dayton 1, Ohio
Ajax Time Stamp Co., Inc., 368 Broadway, New York 13, N Y.

AJUSTO EQUIPMENT CO., 2144 Madison Ave., Toledo 2, Ohio
(See advertisement on page 268)

Aladdin Industries, Inc., 703 Murfreesboro Rd., Nashville, Tenn.
Albemarle Paper Mfg. Co., Richmond, Va.
Albright, J. E., & Co., 833 Broadway, New York, N. Y.
Alexander Mfg. Co., Bloomington, Ill.
All Purpose Metal Equipment Corp., 258 Mill St., Rochester 4, N. Y.
All Type Staple Co., 1600 Manhattan Ave., Union City, N. J.
Allegan Paper Products Co., Allegan, Mich.
Allen & Co., 13 Vandewater St., New York 7, N. Y.
Allen, R. C., Business Machines, Inc., 678 Front Ave., N.W., Grand Rapids 4, Mich.
Allen, T. V., Co., 1025 W. 7th St., Los Angeles, Calif.
Alliance Rubber Co., Hot Springs, Ark.
Allied Carbon & Ribbon Mfg. Corp., 165 Duane St., New York 13, N. Y.
Allied Mercantile Co., 220 Broadway, New York 38, N. Y.
Allied Research Corp., 85 Childs St., West Lynn, Mass.

ALL-LUMINUM PRODUCTS, Reed St. 36th to 37th, Philadelphia 46, Pa.
(See advertisement on page 269)

All-Mark Stamp & Sales Co., 124 S. Chestnut St., Youngstown 1, Ohio
All-Rite Pen, Inc., 241 Hudson St., Hackensack, N. J.

ALL-STEEL EQUIPMENT INC., 44 Griffith Ave., Aurora, Ill.
(See advertisement on page 109)

Alma Desk Co., High Point, N. C.
Almac Plastics, Inc., 600 Broadway, New York, N. Y.
Alpine Mfg. Co., 753 Main St., Fitchburg, Mass.
Altenedor, Theo., & Sons, 1217 Spring Garden St., Philadelphia 23, Pa.
Aluminum Cooking Utensil Co., Inc., Wear-Ever Bldg., New Kensington, Pa.
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American Floor Products Co., 4922 Wisconsin Ave., N.W., Washington 16, D. C.
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American Paper Products Co., East Liverpool, Ohio
American Passbook Co., 1270 Ontario St., Cleveland, Ohio
American Pencil Co., 500 Willow Ave., Hoboken, N. J.
American Perforator Co., 625 W. Jackson Blvd., Chicago 6, Ill.
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American Photocopy Equipment Co., 1920 W. Peterson Ave., Chicago 26, Ill.

JAN 27 1955

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(See advertisement on page 254)

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American Stencil Mfg. Co., 2714 Walnut St., Denver 5, Colo.

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American Thermo-Ware Co., Inc., 12 Warren St., New York 7, N. Y.
American Trunk & Case Co., 811 W. Evergreen Ave., Chicago 22, Ill.
American Wall Safe Mfg. Co., Inc., 274 Main St., Worcester, Mass.
American Writing Ink Co., Inc., 15 Hathaway St., Boston 10, Mass.
American Writing Paper Corp., Holyoke, Mass.
Ameron Wallet & Leather Novelty Co., 4 W. 22nd St., New York 10, N. Y.
Ames Bag Co., Inc., 7017 Euclid Ave., Cleveland 3, Ohio
Ames & Rollinson, 50 Church St., New York, N. Y.
Ames Safety Envelope Co., 21 Vine St., Somerville, Mass.
Ames Supply Co., 564 W. Randolph St., Chicago 6, Ill.
Ameurope, Inc., 57 Newark Ave., Jersey City 2, N. J.
Amity Leather Products Co., West Bend, Wis.
Amplifier Corp. of America, 398 Broadway, New York 13, N. Y.
Anchor Hocking Glass Corp., Lancaster, Ohio
Anderson Desk Mfg. Co., 1715 Johnston St., Los Angeles 31, Calif.
Anderson-Hickey Co., Inc., 915 Cherokee Ave., Nashville 7, Tenn.
Anderson & Sons, Inc., Elm and Notre Dame Sts., Westfield, Mass.
Andrews, P. L., Corp., 1328 Broadway, New York, N. Y.
Andrews-Alderfer Co., Foam Div., 1055 Home Ave., Akron 10, Ohio
Angle Genesee Corp., 107 Norris Dr., Rochester 10, N. Y.
Angle Steel, Inc., Plainwell, Mich.
Angler's Products Co., 45-22 162nd St., Flushing 58, N. Y.
Annin & Co., 85 Fifth Ave., New York, N. Y.
Ansty, Arch K., Co., 171 Second St., San Francisco 5, Calif.
Antiseptol Co., 5524 Northwest Highway, Chicago, Ill.
Apex Business Systems, 540 Pearl St., New York, N. Y.
Apex Products Corp., 48 W. 22nd St., New York, N. Y.
Applegate Chemical Co., 5630 Harper Ave., Chicago 37, Ill.
Appleton-Century-Crofts, Inc., 35 W. 32nd St., New York 1, N. Y.
Appleton Coated Paper Co., Appleton, Wis.
Appliance Products Co., 2034 Jenifer St., Madison 4, Wis.
Applicator Co., 157 13th St., Brooklyn 15, N. Y.

APSCO PRODUCTS, INC., 336 N. Foothill Road, Beverly Hills, Calif.

(See advertisement on page 226)

Aqua Sportsman, Inc., 2518 Leslie Ave., Norwood, Cincinnati 12, Ohio
Arabol Mfg. Co., 110 E. 42nd St., New York, N. Y.
Arch Pen Co., 123 W. Madison St., Chicago, Ill.
Archer Label Co., 783 Kohler St., Los Angeles 21, Calif.
Arco Manifolding Co., 21 Rose St., New York 7, N. Y.

ARD MFG. CO., INC., 19 Vine St., Evansville, Ind.

(See advertisement on page 206)

Arel, Inc., 4916 Shaw St., St. Louis 10, Mo.
Argus Mfg. Co., 1134 N. Kilbourn Ave., Chicago 51, Ill.
Ark-N-Sets, 100 Center St., Little Rock, Ark.
Arlington Seating Co., Arlington Heights, Ill.
Armstrong Cork Co., Lancaster, Pa.
Arnold, R. L., Pen Co., Inc., 142 E. Washington St., Petersburg, Va.
Arnolt Corp., Warsaw, Ind.

ARNOT-JAMESTOWN DIVISION, AETNA STEEL PRODUCTS CORPORATION, Jamestown, N. Y.

(See advertisement on page 224)

ARROW FASTENER CO., INC., One Junius St., Brooklyn 12, N. Y.

(See advertisement on page 263)

Arrow Lamp Mfg. Co., Inc., 22 W. 19th St., New York 11, N. Y.

ARROW PAPER PRODUCTS CO., 502 W. 30th St., New York, N. Y.

(See advertisement on page 146)

Arrowball Corp., Ilion, N. Y.
Art Crayon Co., 11 W. 42nd St., New York, N. Y.
Art Emboss-Print Co., Inc., 4520 S. Western Ave., Los Angeles, Calif.
Art In Bronze Foundry, 1621 E. 41st St., Cleveland, Ohio

ART METAL CONSTRUCTION CO., Jamestown, N. Y.

(See advertisement on page 117)

Art Metal Products Co., 3125 S. Kolin St., Chicago, Ill.
Art Novelty Mfg. Co., 1515 W. Cullerton St., Chicago 8, Ill.
Art Plastics Mfg. Co., 1240 S. Main St., Los Angeles 15, Calif.
Art Specialty Co., 3245 W. Lake St., Chicago 24, Ill.

ART STEEL SALES CORP., 170 W. 233rd St., New York 63, N. Y.

(See advertisements on pages 142, 143)

Artility Metal Products, Inc., Elkhart, Ind.
Artistic Desk Pad & Novelty Co., 721 E. 133rd St., New York 54, N. Y.
Artistic Lamp Mfg. Co., Inc., 395 Fourth Ave., New York 16, N. Y.
Artistic Reed & Willow Mfg. Co., 726 S. Desplaines St. Chicago 7, Ill.
Artkraft Mfg. Corp., Lima, Ohio
Artmor Plastics Corp., 1003 Oldtown Road, Cumberland 21, Md.
Ashtabula Hide & Leather Co., 3906 Main Ave., Ashtabula, Ohio
Associate Products Co., 3463 E. Tremont Ave., New York 65, N. Y.
Associated Industrial Designers, P. O. Box 39562, Los Angeles 39, Calif.
Associated Services, P. O. Box 48, Carlinville, Ill.

ASSOCIATED STATIONERY SUPPLY CO., 231 S. Jefferson St., Chicago 6, Ill.

(See advertisement on page 178)

Athol Mfg. Co., Athol, Mass.
Atlantic Brass Works, Inc., 2600 W. Addison St., Chicago, Ill.
Atlantic Furniture Products Co., Inc., 1330 S. Sharp St., Baltimore, Md.
Atlantic Register Co., 144 Moody St., Waltham 54, Mass.
Atlas Machine Cover Mfg. Co., 2424 S. Canal St., Chicago 16, Ill.
Atlas Sponge Co., 9 White St., New York, N. Y.
Atlas Stationery Corp., 57 W. 23rd St., New York, N. Y.

ATLAS STENCIL FILES CORP., 16722 Westfield Ave., Cleveland 10, Ohio

(See advertisements on pages 160, 163)

Atlas Tack Corp., Fairhaven, Mass.
Atlas Tag Co., Neenah, Wis.
Auburn Heights Mfg. Co., 2481 Leach Rd., Pontiac, Mich.
Auburn Mfg. Co., 10 Stack St., Middletown, Conn.
Aurora Steel Products Co., 153 Third St., Aurora, Ill.
Autocopy, Inc., 12150 S. Peoria St., Chicago 43, Ill.
Autographic Business Forms, Inc., 212 7th St., Hoboken, N. J.
Automatic Coinwrapping Machine Corp., 37 E. 18th St., New York, N. Y.
Automatic File & Index Co., 549 W. Washington Blvd., Chicago, Ill.
Automobile Cover Corp., 3526 Hudson Blvd., Jersey City, N. J.
Automotive Stamping Co., 15391 Idaho Ave., Detroit 38, Mich.
Autopoint Co., 1801 Foster Ave., Chicago 40, Ill.
Avalon Products, Inc., 1330 E. 16th St., Los Angeles 21, Calif.
Avery Adhesive Label Corp., 1616 S. California Ave., Monrovia, Calif.
Avon Pen Products Co., Inc., P. O. Box 64, New York 10, N. Y.
Ayres Corp., P. O. Box 1081, Wilmington, Calif.

B

BB Chemical Co., 784 Memorial Drive, Cambridge 39, Mass.
B-B Pen Co., Inc., 6245 Santa Monica Blvd., Hollywood 38, Calif.

B-T CO., INC., 121 N. Broadway, Milwaukee 2, Wis.

(See advertisement on page 252)

Bache, Semon, & Co., 636 Greenwich St., New York 14, N. Y.
Baco Ribbon & Supply Co., 612 N. Sappington, Kirkwood 22, Mo.
Badgaire, Inc., 2251 S. Allis St., Milwaukee 7, Wis.
Badger Paper Mills, Inc., Peshtigo, Wis.
Baff Mfg. Co., North Arlington, N. J.
Bailie Wickercraft Corp., 827 Washington St., Boston, Mass.

BAINBRIDGE, KIMPTON & HAUPT, INC., 218 Greenwich St., New York 8, N. Y.

(See advertisement on page 23)

Bainbridge's, Chas. T., Sons, 20 Cumberland St., Brooklyn 1, N. Y.
Bakelite Corp., 30 E. 42nd St., New York, N. Y.
Baker Brush Co., Inc., 83 Grand St., New York, N. Y.
Baker Check Tray Co., 15½ E. Central Ave., Miami, Okla.
Ball Pen Co., 6235 Santa Monica Blvd., Hollywood, Calif.
Ballard Pencil Co., P. O. Box B, Glenwood, N. J.
Ballymore Co., 139 Pennsylvania Ave., Wayne, Pa.
Baltimore Salesbook Co., 3120 Frederick Ave., Baltimore 29, Md.
Bandes, Julius, & Co., Inc., 3 Cedar Lane, New Hyde Park, L. I., N. Y.
Bank Products Co., 3 Park Place, New York 7, N. Y.
Bank Vault Inspection Co., 1809 Callowhill St., Philadelphia 30, Pa.

BANKERS BOX CO., 720 S. Dearborn St., Chicago 5, Ill.

(See advertisements on pages 39, 40, 165, 166, 167, 168)

BANKERS & MERCHANTS, INC., 3229 N. Sheffield Ave., Chicago 13, Ill.

(See advertisement on page 245)

Banov-Bernsley & Co., Inc., 37 E. 21st St., New York 10, N. Y.
Barber-Colman Company, 1244 Rock St., Rockford, Ill.
Barcalo Mfg. Co., 166 Chandler St., Buffalo 7, N. Y.

BARCO CHEMICAL PRODUCTS CO., 701 S. LaSalle St., Chicago 5, Ill.

(See advertisement on page 281)

Bare, D. M., Paper Co., Roaring Springs, Pa.
Barker Greeting Card Co., P. O. Box 2177, Cincinnati 1, Ohio
Barkin Expanding Envelope Co., Inc., 78 Greene St., New York, N. Y.

BARKLEY, C. L., & CO., 1220 W. Van Buren St., Chicago 7, Ill.

(See advertisements on pages 174, 196)

Barnard, Geo. D., Co., 3863 Laclede Ave., St. Louis 8, Mo.
Barnes, A. R., & Co., 8111 N. St. Louis St., Skokie, Ill.
Barrett Adding Machine Div., Lanston Monotype Machine Co., 24th at Locust St., Philadelphia 3, Pa.
Barrett Bindery Co., 1330 W. Monroe St., Chicago 7, Ill.
Barrett, C. E., & Co., 6794 N. Ionia St., Chicago, Ill.
Barrett, P. L., 118 Brooke Ave., Norfolk, Va.
Barrett, Wm. L., Co., 30 School St., Bristol, Conn.
Barricks Mfg. Co., 2253 S. Halsted St., Chicago 8, Ill.
Bartlett Label Co., 2135 Portage St., Kalamazoo 29F, Mich.
Barwel Mfg. Co., Inc., 95 Commercial St., Brooklyn, N. Y.

BASSICK CO., 437 Howard Ave., Bridgeport 2, Conn.

(See advertisement on page 68)

Bastian Brothers Co., 1600 N. Clinton Ave., Rochester 1, N. Y.

Bates Accounting Forms Co., Inc., 33 W. 42nd St., New York 18, N. Y.
Bates Mfg. Co., Orange, N. J.
Baum, Russell Ernest, Inc., 615 Chestnut St., Philadelphia 6, Pa.

BAUMGARTEN, FRED, Exclusive Imports, 675 Coolidge Ave., Atlanta 6, Ga.
(See advertisement on page 226)

Bausch & Lomb Optical Co., 635 St. Paul St., Rochester 2, N. Y.
Bay Products Inc., 3001 N. 16th St., Philadelphia 32, Pa.
Bay West Paper Co., Green Bay, Wis.

BEACH PUBLISHING CO., 7338 Woodward Ave., Detroit 2, Mich.
(See advertisement on page 46)

Bearse Mfg. Co., 3815 W. Cortland St., Chicago, Ill.
Beaumont Co., Morgantown, W. Va.
Beaver Furniture Corp., 42 Greene St., New York 13, N. Y.
Beck Duplicator Co., 150 W. 26th St., New York 1, N. Y.
Beckley-Cardy Co., 1900 N. Narragansett Ave., Chicago 39, Ill.
Beekman Paper Co., Inc., 137 Varick St., New York 13, N. Y.
Beistle Co., Shippensburg, Pa.
Belber Trunk & Bag Co., 36 S. State St., Chicago, Ill.
Bell Sound Systems, Inc., 555 Marion Rd., Columbus 7, Ohio
Belmar Mfg. Co., 16 Marble St., Canton, Pa.
Bemis Bro. Bag Co., 408 Pine St., St. Louis 2, Mo.
Benjamin Electric Mfg. Co., Northwest Highway, Desplaines, Ill.
BenMont Papers, Inc., Bennington, Vt.
Bennett Mfg. Co., Inc., 41 Mechanic St., Alden, N. Y.
Benner Leather Goods Co., 315 W. Wright St., Milwaukee, Wis.

BENTSON MFG. CO., 652 N. Highland Ave., Aurora, Ill.
(See advertisement on page 116)

Bentwood Products, Inc., 1555 S. 10th St., Louisville, Ky.

BERGER MFG. DIV., REPUBLIC STEEL CORP., 1038 Belden Ave., N.E., Canton 5, Ohio
(See advertisement on page 148)

Berkeley Industries, 230 Fifth Ave., New York 1, N. Y.
Berkey Leather Furniture Corp., 595 Broadway, New York 12, N. Y.
Berlin & Jones Co., Inc., 601 W. 26th St., New York, N. Y.
Berman, L. & Co., 1125 W. Eichel Ave., Evansville 7, Ind.
Bermat Products Corp., 74 Lafayette St., New York, N. Y.
Bernard Franklin Co., Inc., Hedley, Bath & Bristol Sts., Philadelphia 37, Pa.
Bernay Products Co., 412 S. Wells St., Chicago 7, Ill.
Berns Mfg. Corp., 3050 N. Rockwell St., Chicago 18, Ill.
Bert Mfg. Co., Irvington-on-Hudson, N. Y.
Best, Richard, Pencil Co., 211 Mountain Ave., Springfield, N. J.
Better Packages, Inc., Plant No. 5-A, 259 Canal St., Shelton, Conn.
Bickett, L. M., Co., Watertown, Wis.
Big Joe Mfg. Co., 900 W. Jackson Blvd., Chicago, Ill.
Bigelow-Sanford Carpet Co., Inc., 140 Madison Ave., New York, N. Y.
Bildey Products Corp., 82 Duane St., New York 7, N. Y.
Biltwell Products Co., P. O. Box 361, Newark, N. J.

BINNEY & SMITH, INC., 380 Madison Ave., New York 17, N. Y.
(See advertisement on page 88)

Bircher Co., Inc., 192 Mill St., Rochester 4, N. Y.
Bird & Son, Inc., East Walpole, Mass.
Birmingham Paper Co., 2110 5th Ave., S., Birmingham, Ala.
Bison Distributing Co., P.O. Box 36, Buffalo 16, N. Y.
Bison Research Service, 117 S. Lake Road, Buffalo, Minn.

BLACKBOURN SYSTEMS, INC., 230 S. Cedar Lake Rd., Minneapolis 5, Minn.
(See advertisement on page 45)

Blade Printing & Paper Co., 232 Superior St., Toledo 4, Ohio
Blair Aluminum Furniture Co., Marietta, Ga.
Blair, J. C., Co., Huntingdon, Pa.
Blaisdell Pencil Co., Bethayres, Pa.
Blake Industries, 16738 E. Warren St., Detroit 24, Mich.
Blanchard Bros. & Lane, 408 Frelinghusen Ave., Newark 5, N. J.
Blank, Arthur, & Co., Inc., 38 Causeway St., Boston 14, Mass.
Blankenhorn Co., Inc., 900 S. Wabash Ave., Chicago 5, Ill.
Blue Goose Greeting Card Co., Inc., 749 Monroe Ave., Rochester, N. Y.
Blue Star Leather Mfg. Corp., 55 W. 26th St., New York 10, N. Y.
Blumberg, Julius, Inc., 71 Broadway, New York 6, N. Y.
Boeckler Instrument Co., P. O. Box 6155, Tucson, Ariz.
Bogen, David, Co., Inc., 29 9th Ave., New York, N. Y.
Bohn Duplicator Corp., 444 Fourth Ave., New York 16, N. Y.
Bolsey Corp. of America, 118 E. 25th St., New York 10, N. Y.
Bolta Corporation, 151 Canal St., Lawrence, Mass.
Bond Equipment Co., 6633 Enright Ave., St. Louis 5, Mo.
Bonnar-Vawter, Inc., 1717 E. 30th St., Cleveland 14, Ohio
Bonney-Vehslage Tool Co., 61 N. J. R. R. Ave., Newark 5, N. J.
Bookmate Co., First National Bank Bldg., Miami, Okla.
Boomerang Chair Pad Co., 447 Brookes Ave., Passaic, N. J.

BOORUM & PEASE CO., 84 Hudson Ave., Brooklyn 1, N. Y.
(See advertisement on page 177)

Bordeaux Co., West Springfield, Mass.
Borg-Erickson Corp., 1133 N. Kilbourn Ave., Chicago 51, Ill.
Borin Arts Products Corp., 2500 W. 21st Place, Chicago 8, Ill.

BORROUGHS MFG. CO., 3002 N. Burdick, Kalamazoo, Mich.
(See advertisement on page 255)

Bosca, Hugo, Co., Inc., Springfield 99, Ohio
Bostitch, Inc., Mechanic St., Westerly, R. I.
Boston Drinking Cup Co., 297 High St., Dedham 1, Mass.
Boston Envelope Co., 297 High St., Dedham 1, Mass.
Bostwick-Goodell Co., Norwalk, Ohio
Botts Mfg. Co., The, 79 Crosby St., New York 12, N. Y.
Bowman Specialty Co., 2710 Detroit Ave., Cleveland 13, Ohio
Boyce, A. E., Co., Muncie, Ind.
Boyle Leather Goods Co., Inc., 36 E. 31st St., New York 16, N. Y.

BRADLEY, MILTON, CO., 74 Park St., Springfield 2, Mass.
(See advertisement on page 280)

Bradner Smith & Co., 333 S. Desplaines St., Chicago 6, Ill.
Brandt Automatic Cashier Co., Watertown, Wis.
Brenner, Wm., Furniture Corp., 5919 Madison Road, Cincinnati 27, Ohio
Brewer-Titchner Corp., Cortland, N. Y.
Brewster Mfg. Co., 2262 Bedford Ave., Brooklyn 26, N. Y.
Bridgeport Hardware Mfg. Corp., 100 Seaside Park, Bridgeport 5, Conn.
Bridgeport Pen Co., 237 John St., Bridgeport, Conn.

BRIGHT CHAIR CO., INC., 133 Bleecker St., New York 12, N. Y.
(See advertisement on page 183)

Brightwater Paper Co., Adams, Mass.
Bristol Mfg. Co., 1670 Morrow St., Green Bay, Wis.
Bristol Paper Products, Inc., 25-25 Borden Ave., Long Island City 1, N. Y.
Bristow, Stanley R., 22 Central Ave., West Orange, N. J.
Brooklyn Mailing Device Co., 233 S. First St., Brooklyn 11, N. Y.

BROWN, ARTHUR, & BRO., INC., 2 W. 46th St., New York 36, N. Y.
(See advertisement on page 27)

Brown & Bigelow, 1286 University Ave., St. Paul, Minn.
Brown, Homer B., Co., 1718 Church St., Nashville 27, Tenn.
Brown, L. L., Paper Co., Adams, Mass.
Brown Paper Goods Co., Libertyville, Ill.

BROWNE-MORSE CO., Muskegon, Mich.
(See advertisement on page 121)

Brownie Mfg. Co., 55 Frankfort St., New York, N. Y.
Brownville Paper Co., Brownville, N. Y.
Bruning, Charles, Co., Inc., 4754 Montrose Ave., Chicago 41, Ill.
Brunswick-Balke-Collender Co., 623 S. Wabash Ave., Chicago 5, Ill.
Brush Electronics Co., 3405 Perkins Ave., Cleveland 14, Ohio

BRUSHMAKERS, INC., 529 S. Seventh St., Minneapolis, Minn.
(See advertisement on page 54)

BRUSH, JOHN D., & CO., INC., 545 West Ave., Rochester 11, N. Y.
(See advertisement on page 246)

Buchan Loose Leaf Records Co., 470 S. Penn St., Clifton Heights, Pa.
Buckens Mfg. Co., 134 Seymour St., Stratford, Conn.
Buckeye Ribbon & Carbon Co., 7209 St. Clair Ave., Cleveland, Ohio
Buckstaff Co., 1122 S. Main St., Oshkosh, Wis.

BUD TYPE CLEANER CO., 4229 York Road, Baltimore 12, Md.
(See advertisement on page 282)

Budlew Products Co., 3535 W. Cortland St., Chicago, Ill.
Buhl Optical Co., 1009 Beech Ave., Pittsburgh 33, Pa.
Bulman, E. O., Mfg. Co., Inc., 1719 Elizabeth St., N.W., Grand Rapids, Mich.
Bump Paper Fastener Co., 1830 West Ave., S., La-Crosse, Wis.
Bunn, B. H., Co., 7605 S. Vincennes Ave., Chicago, Ill.
Burcess Fastening Co., 1220 W. Ninth St., Cleveland 13, Ohio
Burke & James, Inc., 321 S. Wabash Ave., Chicago 4, Ill.
Burkhardt Co., 545 W. Larned St., Detroit 26, Mich.
Burlington Venetian Blind Co., Burlington, Vt.
Burlington Willow Ware Shop, Burlington, Iowa
Burns Mfg. Co., 1605 Central Ave., Far Rockaway, N. Y.
Burroughs Corp., 6071 Second Ave., Detroit 32, Mich.
Burton Paper Products Corp., 25-25 Borden Ave., Long Island City, N. Y.
Bushnell, Alvah, Co., 925 Filbert St., Philadelphia 7, Pa.
Business Efficiency Aids, 8114 Lawndale Ave., Skokie, Ill.
Business Machine Products, Inc., 8 Engle St., Englewood, N. J.
Business Systems Corp., 100 Sixth Ave., New York, N. Y.
Buxton, Inc., 93 Orleans St., Springfield, Mass.
Buzza-Cardozo, Inc., 127 N. San Vincente Blvd., Los Angeles 48, Calif.

C

C & H Supply Co., Metal-Cal Div., Boeing Field, Seattle, Wash.
Cabot's Promotional Aids, Inc., 910 W. Van Buren St., Chicago 7, Ill.
Cadie Chemical Products, Inc., 549 W. 132nd St., New York, N. Y.
Cadillac Office Equipment, 4545 W. Lake St., Chicago, Ill.
Calculagraph Co., Harrison, N. J.
Calculator Equipment Corp., Orange, N. J.
Calcu-Tax Corp., 49 W. 37th St., New York 18, N. Y.
California Artists, 23 E. 26th St., New York 10, N. Y.
Calvert Lithographing Co., 2100 W. Grand River Ave., Detroit 1, Mich.
Camil'e Co., Inc., 19-29 Rockwell Place, Brooklyn 17, N. Y.
Campbell Box & Tag Co., 903 S. Main St., South Bend, Ind.
Campbell Products Co., 520 N. Michigan Ave., Chicago, Ill.
Camporese Cabinet Co., 2425 45th St., Astoria, L. I., N. Y.
Campro Sales Co., 1300 4th St., SW., Canton, Ohio
Can-Pro Corp., 33 E. McWilliams St., Fond du Lac, Wis.
Canton Glass Co., Inc., Marion, Ind.
Canvas & Leather Novelty Co., 303 Fifth Ave., New York, N. Y.
Cape Shore Paper Products, 57 High St., South Portland, Me.
Carbon Paper Pac Co., 210 S. Clinton St., Chicago 6, Ill.
Carbon-Feedmaster Co., 309 Henry St., Eureka, Ill.
Carbonized Paper Co., 1000 21st St., Lincoln 1, Nebr.
Card, D. R., Co., 829 Merchandise Bldg., Minneapolis 3, Minn.
Card Mart, Inc., P. O. Box 5, Forest Park Sta., Springfeld 8, Mass.
Cardinal Products, Inc., New Philadelphia, Ohio
Cardinell Corp., 15 Label St., Montclair, N. J.
Cardmaster Co., 1920 W. Sunnyside Ave., Chicago 40, Ill.

Carlton Brief Case Corp., 736 Broadway, New York 3, N. Y.

CARLTON-SURREY, INC., Exhibitors Building, Grand Rapids 2, Mich.
(See advertisement on page 110)

Carondelet Mfg. Co., 5826 S. Broadway, St. Louis, Mo.
Carpenter Paper Co., 2402 Douglas St., Omaha 2, Nebr.
Carrier Corp., 300 S. Geddes St., Syracuse, N. Y.
Carrington, George S., Co., 2732 W. Fullerton Ave., Chicago, Ill.
Carroll, J. B., Co., 319 N. Albany Ave., Chicago, Ill.
Carter's Ink Co., 239 First St., Cambridge 42, Mass.
Case Bros., Inc., P.O. Box 831, Highland Park, Manchester, Conn.
Case & Risley Press Paper Co., Oneco, Conn.
Case Stationery Co., Inc., 528 W. 28th St., New York 1, N. Y.
Case, W. R., & Son, Bradford, Pa.

CASPER, IRWIN, INC., 401 Broadway, New York 13, N. Y.
(See advertisement on page 225)

Casto & Harris, Inc., Spencer, W. Va.
Cellulose & Paper Converting Co., Inc., 1627 N. American St., Philadelphia 22, Pa.

CEL-U-DEX CORP., 1 Main St., Brooklyn 1, N. Y.
(See advertisements on pages 140, 198, 202, 257)

CENTRAL CAN CO., INC., 2417 W. 19th St., Chicago, Ill.
(See advertisement on page 286)

Central Desk Mfg. Co., 454 N. Armour St., Chicago 22, Ill.
Central Paper Co., Menasha, Wis.
Central Tablet Mfg. Co., 414 Woodland St., Columbus 3, Ohio
Challenge Machinery Co., Grand Haven, Mich.
Challenger, Inc., P. O. Box 67, New Haven, Mich.
Challenger Steel Products Corp., 350 Morgan Ave., Brooklyn 11, N. Y.
Champion, Iden Charles, Co., 4625 W. Wells St., Milwaukee 13, Wis.
Champion Paper & Fibre Co., 601 N. "B" St., Hamilton, Ohio
Chandler & Price Co., 6000 Carnegie Ave., Cleveland 3, Ohio
Chaney Mfg. Co., 567 E. Pleasant St., Springfield, Ohio
Changepoint, Inc., 544 S. Rockford St., Tulsa 10, Okla.
Chardon Rubber Co., Chardon, Ohio
Charm Products Mfg. Corp., 225 Lafayette St., New York 12, N. Y.
Chart-Pak, Inc., 102 Lincoln Ave., Stamford, Conn.
Charvoz-Roos Corp., 185 Hackensack St., East Rutherford, N. J.
Chatham Mfg. Co., Inc., 915 Broadway, New York 10, N. Y.
Chatillon, John, & Sons, 85 Cliff St., New York 7, N. Y.
Check Writer Co., Inc., 536 Broadway, New York 12, N. Y.
Chicago Binder & File Co., 720 S. Dearborn St., Chicago 5, Ill.

CHICAGO CARD HOLDER CO., 844 Ridge Road, Highland Park, Ill.
(See advertisement on page 202)

Chicago Cardboard Co., 1240 N. Homan Ave., Chicago, Ill.

CHICAGO DESK PAD CO., INC., 15 N. Jefferson St., Chicago 6, Ill.
(See advertisements on pages 89, 92)

Chicago Dictating Machine Co., 549 W. Randolph St., Chicago 6, Ill.

CHICAGO LOCK CO., 2026 N. Racine Ave., Chicago, Ill.
(See advertisement on page 209)

Chicago Metallic Mfg. Co., 3711 S. Ashland Ave., Chicago 9, Ill.
Chicago Printed String Co., 2320 W. Logan Blvd., Chicago, Ill.
Chicago Saddlery Co., 105 S. Jefferson St., Chicago 6, Ill.
Chicago Specialties Mfg. Co., 2634 N. Laramie Ave., Chicago 39, Ill.
Chicago Thrift-Etching Corp., 1555 N. Sheffield Ave., Chicago, Ill.
Chicago Watchclock Div., Great Lakes Industries, Inc., 1526 S. Wabash Ave., Chicago 5, Ill.
Christy Co., Fremont, Ohio
Cincinnati Time Recorder Co., 1733 Central Ave., Cincinnati 14, Ohio
Cin-Made Corp., Third and Eggleston Aves., Cincinnati 2, Ohio
Citation Cards, Inc., 7 E. 35th St., New York 16, N. Y.
Clarin Mfg. Co., 4640 W. Harrison St., Chicago 44, Ill.
Clark, Keith, Inc., 130 W. 42nd St., New York, N. Y.
Clark, R. K., Co., Inc., 1928 Riverside Ave., Minneapolis 4, Minn.
Clark, R. W., Mfg. Co., 5137 Lincoln Ave., Chicago 25, Ill.
Clark, W. L., Co., Inc., 56 Lafayette St., New York, N. Y.
Clarotype Co., Inc., 261 Broadway, New York 7, N. Y.
Clary Multiplier Corp., San Gabriel, Calif.
Clauss Cutlery Co., Fremont, Ohio
Clearprint Paper Co., 1482 67th St., Emeryville, Calif.
Clevelandt Corp., 2 W. 46th St., New York 19, N. Y.
Cleveland Container Co., 3571 W. 62nd St., Cleveland, Ohio
Cleveland Leather Goods Co., 28 Noble Court, N.W., Cleveland, Ohio
Cline, K. F., Co., Inc., P. O. Box 107, Dickson, Tenn.
Clyne Mfg. Co., 3207 Harrison St., Cincinnati, Ohio
Coast Book Cover Co., 810 E. Third St., Los Angeles 54, Calif.
Coast Directory Co., 1121 Howard St., San Francisco 3, Calif.
Codex Book Co., Inc., 74 Broadway, Norwood, Mass.
Codo Mfg. Corp., Coraopolis, Pa.
Coinometer Corp., 1223-7 S. Wabash Ave., Chicago 5, Ill.
Cole, H., Co., 82 N. High St., Columbus, Ohio
Cole, M. T., Co., 5522 S. Everett Ave., Chicago 37, Ill.

COLE STEEL EQUIPMENT CO., INC., 285 Madison Ave., New York 17, N. Y.
(See advertisements on pages 149, 150, 151, 152, 153, 154, 155, 156)

Collier Mfg. Corp., Three Oaks, Mich.
Collier-Keyworth Co., Gardner, Mass.
Collins-Benton Co., Inc., 200 Washington St., Hoboken, N. J.
Collins, J. J., Sons, 1315 W. Congress St., Chicago, Ill.
Collins & Williams Co., Inc., Willimantic, Conn.
Colonial Carbon Co., 5150 Church St., Skokie, Ill.
Colonial Co., 2416 65th St., Brooklyn 4, N. Y.
Colonial-Premier Co., 466 W. Superior St., Chicago 10, Ill.
Colson Corp., Elyria, Ohio
Colson, U. O., Co., Paris, Ill.
Columbia Chemical Co., Inc., 154 E. Erie St., Chicago, Ill.
Columbia Loose Leaf Corp., 285 Lafayette St., New York 12, N. Y.
Columbia Pencil Co., Inc., New Hyde Park, L. I., N. Y.

COLUMBIA RIBBON & CARBON MFG. CO., INC., 136 Herb Hill Rd., Glen Cove, L. I., N. Y.
(See advertisements on pages 63, 241)

COLUMBIA STEEL EQUIPMENT CO., 4500 N. 3rd St., Philadelphia 40, Pa.
(See advertisement on page 145)

Columbia Walescraft, Ltd., 50 W. 17th St., New York, N. Y.
Columbia Wiping Cloth Co., 10th and Hardesty Sts., Kansas City, Mo.

COLUMBIAN ART WORKS, INC., 2300 W. Cornell St., Milwaukee 9, Wis.
(See advertisement inside front cover)

Columbian Rope Co., Auburn, N. Y.
Columbus Show Case Co., 850 W. Fifth St., Columbus, Ohio
Combined Industries, Inc., 33-01 Far Rockaway Blvd., Edgemere 91, N. Y.
Comfort Cushion Co., Inc., 194 Salem St., Malden 48, Mass.
Comfort Lines, Inc., 1735 W. Diversey Blvd., Chicago, Ill.
Commander Mfg. Co., 4225 W. Kinzie St., Chicago, Ill.
Commercial Card System Co., 135 W. Grand St., New York 13, N. Y.
Commercial Controls Corp., 1 Leighton Ave., Rochester 2, N. Y.
Commercial Paper Co., 523 Cherry St., Philadelphia 6, Pa.
Commercial Paste Co., 504 Buttles Ave., Columbus 8, Ohio
Commonwealth Pencil Co., Shelbyville, Tenn.
Commonwealth Publishing Co., 542 S. Dearborn St., Chicago 5, Ill.
Commonwealth Steel Products Corp., 1112 E. Cary St., Richmond, Va.
Compass Instrument & Optical Co., Inc., 268 Fourth Ave., New York 10, N. Y.
Compco Corp., 2251 W. St. Paul Ave., Chicago 47, Ill.
Comprehensive Fabrics, Inc., 49 W. 33rd St., New York, N. Y.
Comptometer Dictation Division, Felt & Tarrant Mfg. Co., 1700 N. Paulina St., Chicago 22, Ill.
Compton, W. H., Shear Co., 314 Camden St., Newark, N. J.
Concord Pen Co., 41 Great Jones St., New York, N. Y.
Congoleum-Nairn, Inc., Kearney, N. J.
Congress Chair Co., Inc., 26 Tiffany Pl., Brooklyn, N. Y.
Conklin Pen Co., 900 N. Franklin St., Chicago, Ill.
Connecticut Telephone and Electric Corp., Meriden, Conn.
Conolly, Henry, Co., 228 South Ave., Rochester 4, N. Y.
Consolidated Business Systems, Inc., 30 Vesey St., New York 7, N. Y.
Consolidated Loose Leaf, Inc., 536 Pearl St., New York 7, N. Y.

CONSOLIDATED RIBBON & CARBON CO., 2900 W. Medill Ave., Chicago 47, Ill.
(See advertisement on page 62)

Consolidated Stamp Mfg. Co., Inc., 44 Warren St., New York 7, N. Y., and 1123 W. Washington Blvd., Chicago 7, Ill.
Continental Bank-Supply Co., Mexico, Mo.
Continental Decalcomania Co., Sparta, Mich.
Continental Felt Co., 22 W. 15th St., New York 11, N. Y.
Continental Fixtures Co., P. O. Box 1996, Oklahoma City 1, Okla.
Continental Ink Co., 3144 S. Austin Blvd., Cicero 50, Ill.
Continental Mfg. Co., Inc., 706 Sixth Ave., New York 10, N. Y.
Continental Ribbon & Carbon Co., 2704 Polk St., Houston 3, Texas
Convoy, Inc., 3480 Navarre Rd., S.W., Canton 6, Ohio
Cook, H. C., Co., 14 Beaver St. Ansonia, Conn.

COOKE & COBB CO., (Division of Wilson Jones Co.) 122 E. 23rd St., New York 10, N. Y.
(See advertisements on pages 34, 35, 136, 174)

COOKS', INC., 780 Wright Ave., Camden, N. J.
(See advertisement on page 38)

Cooke Time Stamp Co., 1111 Farnam St., Omaha, Nebr.
Coppage Printing & Loose Leaf Co., Inc., 441 Pearl St., New York 7, N. Y.
Copy Holder Co., 531 Mission St., San Francisco, Calif.
Copy Papers Sales & Service Agency, Inc., 3109-19 W. Harrison St., Chicago 12, Ill.

COPY-CRAFT, INC., 105 Chambers St., New York 7, N. Y.
(See advertisement on page 135)

Copy-Plus, Inc., 2817 W. Carmen Ave., Milwaukee 9, Wis.
Corbin Cabinet Lock Div., American Hardware Corp., Orchard and Park Sts., New Britain, Conn.
Cordley & Hayes, 443 Fourth Ave., New York 16, N. Y.
Cormac Industries, Inc., 80 Fifth Ave., New York 11, N. Y.

CORRY-JAMESTOWN MFG. CORP., Corry, Pa.
(See advertisements on pages 105, 106)

Cott Index Co., 1515 Hess St., Columbus 12, Ohio

COTTERMAN, I.D., 4535 N. Ravenswood Ave., Chicago 40, Ill.
(See advertisement on page 203)

Cottrell-Clarke, Inc., 130 Duffield St., Detroit 1, Mich.
Couch, S. H., Co., Inc., North Quincy, Mass.
Country Cousin, Lake Placid, N. Y.
Cowan Mfg. Co., 241 Clay St., San Francisco, Calif.
Cowhig Industries, 899 Boylston St., Boston, Mass.
Coxhead, Ralph C., Corp., 720 Frelinghuysen Ave., Newark 5, N. J.
Craftint Mfg. Co., 1615 Collamer Ave., Cleveland 10, Ohio

CRAM, GEORGE F., CO., INC., 730 E. Washington St., Indianapolis 7, Ind.
(See advertisements on pages 189, 190)

Cramer Posture Chair Co., Inc., 1205 Charlotte St., Kansas City 6, Mo.
Cramer Safe & Office Equipment Co., 1417 McGee St., Kansas City 6, Mo.
Crane & Co., Inc., 30 South St., Dalton, Mass.
Crawford Metal Craftsmen, Inc., Galion, Ohio
Creative Plastics Corp., Stony Brook, L. I., N. Y.
Crescent Products Co., 315 N. 14th St., Terre Haute, Ind.
Crocker-McElwain Co., Holyoke, Mass.
Crofoot, Nielsen Co., 205 W. Wacker Dr., Chicago, Ill.
Croname, Inc., 3701 N. Ravenswood Ave., Chicago, Ill.
Cross, A. T., Pencil Co., 53 Warren St., Providence, R. I.
Cross, Mark, Co., 1926 Broadway, New York, N. Y.
Crown Products Co., 666 Lake Shore Drive, Chicago 11, Ill.
Crown Zellerbach Corp., 343 Sansome St., San Francisco, Calif.

CROWNOLA LOOSE LEAF PRODUCTS, INC., 114-116 Bleecker St., New York 12, N. Y.
(See advertisement on page 170)

Cruver Mfg. Co., 2456 W. Jackson Blvd., Chicago, Ill.
Crystal Fixture Co., 226 S. Wabash Ave., Chicago, Ill.
C-Thru Ruler Co., 827 Windsor St., Hartford, Conn.
Cummins-Chicago Corp., 4740 N. Ravenswood Ave., Chicago, Ill.
Cupples-Hesse Corp., 4175 N. Kingshighway, St. Louis, Mo.
Curran Corp., 100 S. Canal St., Lawrence, Mass.
Currier Mfg. Co., 2448 W. Larpenteur Ave., St. Paul 8, Minn.
Curta Calculator Co., 3851 W. Madison St., Chicago 24, Ill.
Curtis-Young Corp., 110 W. 18th St., New York 11, N. Y.

CUSHMAN & DENISON MFG. CO., 153 W. 23rd St., New York 11, N. Y.

(See advertisement on page 53)

D

D & M Products Co., 78-11 Roosevelt Ave., Jackson Heights 72, N. Y.
Daco Card & Index Co., 301 Congress St., Boston 10, Mass.
Daffin Mfg. Co., Lancaster, Pa.
Dahlke Staty. & Mfg. Co., 327 Washington St., Buffalo, N. Y.
Dale Office Furniture Mfrs., 61 W. Hubbard St., Chicago 10, Ill.
Dale, Robert, Co., Inc., 2256 Colorado Blvd., Los Angeles, Calif.
Daley Store Fixtures Division, Duro Consolidated, Inc., P. O. Box 248, Redwood City, Calif.
Dalton, Wm. J., Advertising, 431 Merrill Ave., Park Ridge, Ill.
Dancyger Mfg. Co., 4707 Detroit Ave., Cleveland 2, Ohio
Dandy Storage File Co., 1111 First St., Wausau, Wis.
Dansen Co., P. O. Box 556, St. Cloud, Minn.

DARNELL CORP., LTD., 12000 S. Woodruff St., Downey, (Los Angeles County), Calif.

(See advertisement on page 69)

Dartnell Corp., 4660 Ravenswood Ave., Chicago 40, Ill.
Dash Metal Products Co., 260 47th St., Brooklyn, N.Y.
Dashew Business Machines, Inc., 5886 Smiley Dr., Culver City, Calif.

DAVENPORT, A. C., & SON, INC., 311 N. Desplaines St., Chicago 6, Ill.

(See advertisement on page 54)

Davey Products Co., Inc., Red Lion, Pa.
Davids, Thaddeus, Ink Co., Inc., 325 W. 66th St., New York 23, N. Y.
Davids, W. I., & Co., 277 Water St., New York 38, N. Y.
Davidson Corp., 29 Ryerson St., Brooklyn 5, N. Y.
Davis Metal Fixture Co., Brook and Davis Sts., Lansing, Mich.
Davis Upholstery Co., Inc., 602 Linden St., High Point, N. C.
Davol Rubber Co., Point and Eddy Sts., Providence, R. I.
Day-Brite Lighting, Inc., 5411 Bulwer Ave., St. Louis 7, Mo.
Dayton Electric Mfg. Co., 124 S. Oakley Blvd., Chicago 12, Ill.
Dayton Stencil Works Co., 113 E. Second St., Dayton 2, Ohio
Dayton Typewriter Co., 419 Wayne Ave., Dayton 10, Ohio
Dazor Manufacturing Corp., 4481-87 Duncan Ave., St. Louis 10, Mo.
Dean Mfg. Corp., 2888 S. Archer Ave., Chicago, Ill.
Decatur Industries, Inc., Decatur, Ind.
Decker, Isaac C., Inc., Montgomery, Pa.
Decker Metal Products, Inc., 389 Atlantic Ave., Brooklyn 2, N. Y.

DEFIANCE CALENDAR CO., (Division of Wilson Jones Co.), 122 E. 23rd St., New York 10, N. Y.

(See advertisements on pages 34, 35, 60)

Dehler Mfg. Co., Inc., 666 N. Green St., Chicago 22, Ill.
Dehn, I. A., Jr., P. O. Box 144, Elmhurst Sta., Oakland 3, Calif.
Delbridge Calculating Systems, Inc., 2510 Sutton Ave., St. Louis 17, Mo.
DeLong Hook & Eye Co., Clearfield & 21st Sts., Philadelphia 32, Pa.
Delta Brush Mfg. Corp., 119 Bleecker St., New York 12, N. Y.
Delta Envelope Co., 1166 Terminal St., Memphis, Tenn.
Demco Library Supplies, P.O. Box 1070, Madison 3, Wis.
DeMoulin Bros. & Co., 1018 S. 4th St., Greenville, Ill.
Denney Tag Co., West Chester, Pa.

DENNISON MFG. CO., Framingham, Mass.

(See advertisement on page 275)

Dennison & Sons, 35-37 36th St., Long Island City 1, N. Y.
Denominator Co., Inc., 261 Broadway, New York 7, N. Y.
Dependable Mfg. Co., 434 Keeline Bldg., Omaha 2, Nebr.
Derby Sealers, Inc., 100 Seymour Ave., Derby, Conn.
De Saussure Equipment Co., 221 62nd St., West New York, N. J.
Desks of America, Inc., 5814 Main St., Long Hill, Trumbull, Conn.
Detecto Scales, Inc., 540 Park Ave., Brooklyn 5, N. Y.
Detex Watchclock Corp., 76 Varick St., New York 13, N. Y.
Dettra Flag Company, Inc., Oaks, Pa.
Develco Products, 32 Wall St., Norwalk, Conn.
Devoe & Raynolds Co., Inc., 44th St. and First Ave., New York, N. Y.
Dex Safety Trimmer, P. O. Box 1224, Los Altos, Calif.
Diagraph-Bradley Industries, Inc., P. O. Box 247, Herrin, Ill.
Diamond Ink & Adhesives Co., 216 S. Second St., Milwaukee, Wis.
Diamond Match Co., 122 E. 42nd St., New York, N. Y.
Diamond Point Pen Co., Inc., 236 Fifth Ave., New York 1, N. Y.
Dick, A. B., Co., 5700 Touhy Ave., Chicago 31, Ill.
Dick Mailer Co., The, 137 W. Tupper St., Buffalo 1, N. Y.
Dictaphone Corp., 420 Lexington Ave., New York 17, N. Y.
Dictograph Products, Inc., 95-25 149th St., Jamaica, L. I., N. Y.
Die Craft Card & Stationery Co., 118 S. Clinton St., Chicago 6, Ill.

DIEBOLD, INC., Canton 2, Ohio

(See advertisement on page 157)

Diehl Mfg. Co., 1151 Finderne Ave., Somerville, N. J.
Diemer, John F., Co., 214 Sullivan St., New York 12, N. Y.
Dietzgen, Eugene, Co., 2425 N. Sheffield Ave., Chicago 14, Ill.
Ditto, Inc., 2243 W. Harrison St., Chicago 12, Ill.
Diversey Machine Works, 1534 W. Van Buren St., Chicago 7, Ill.
Dixie Chrome Products Div., Southern Consolidated Mfg. Corp., 711 E. First St., Irving, Texas
Dixie Cup Co., 24th St. and Dixie Ave., Easton, Pa.
Dixie Rubber Stamp & Seal Co., 516 E. Amite St., Jackson, Miss.

DIXON, JOSEPH, CRUCIBLE CO., 167 Wayne Ave., Jersey City 3, N. J.

(See advertisement on page 231)

Dixon Research, Inc., Rockford, Ill.
Dobeckmun Co., 3301 Monroe Ave., Cleveland, Ohio
Doehler Metal Furniture Co., Inc., 192 Lexington Ave., New York 16, N. Y.

DOLIN METAL PRODUCTS, INC., 315 Lexington Ave., Brooklyn 16, N. Y.

(See advertisement on page 160)

DOME PUBLISHING CO., INC., 30-36 Smith St., Providence 3, R. I.

(See advertisement on page 48)

Domore Chair Co., Inc., Elkhart, Ind.
Donie Chair and Mfg. Co., Inc., P. O. Box 235, Grapevine, Texas

DOPPELT, CHARLES, & CO., INC., 2024 S. Wabash Ave., Chicago 16, Ill.

(See advertisement on page 51)

Doppelt, M. A., 1832 S. Canalport Ave., Chicago 16, Ill.
Dorchester Pottery Works, 101 Victory Road, Boston, Mass.
Doringer Co., The, 22 W. 27th St., New York 1, N. Y.
Dorman, J. F. W., Co., 526 N. Calvert St., Baltimore 3, Md.

DORO MFG. CO., 220 W. Institute Pl., Chicago 10, Ill.

(See advertisement on page 118)

DORSET STEEL EQUIPMENT CO., 2514 W. Dauphin St., Philadelphia 32, Pa.

(See advertisement on page 114)

Dorson Time Instruments Co., 605 W. Washington Blvd., Chicago, Ill.
Doten-Dunton Desk Co., 91 Federal St., Boston, Mass.
Doubleday & Co., Inc., Garden City, N. Y.
Douglas Mfg. Corp., P. O. Box 150, Crete, Nebr.

DOWNEY, C. L., CO., Hannibal, Mo.

(See advertisement on page 82)

Dowst Bindery & Loose Leaf Co., 910 W. Van Buren St., Chicago 7, Ill.
Dr. Scat Chemical Co., 11 S. Sangamon St., Chicago 7, Ill.
Dray Mfg. Co., 4961 E. 52nd Place, Los Angeles 22, Calif.
Dredge, A., Ruling Pen Co., 105 Johnson Ave., Hackensack, N. J.
Dresner, S., & Son, Inc., 512 S. Peoria St., Chicago 7, Ill.
Dreyfuss, H., & Co., 381 Fourth Ave., New York, N. Y.
Dri-Flo Mfg. Co., 642 E. Ten Mile Rd., Hazel Park, Mich.
Drueding Bros. Co., Fifth & Master Sts., Philadelphia, Pa.
Dry-Tab Package Sealer Co., Inc., 7921 Woodland Ave., Cleveland 4, Ohio
Dukane Corp., 103 N. 11th Ave., St. Charles, Ill.
Duke, Ronald K., Co., 5464 Alhambra Ave., Los Angeles 32, Calif.
Dunham-Watson Co., 900 S. Clinton St., Chicago, Ill.
Dunleavy Co., The, Waltham 54, Mass.
Dunn Sulphite Paper Co., Port Huron, Mich.
Duophoto Corp., 28 W. 25th St., New York 10, N. Y.
Du Pont, E. I., de Nemours & Co., Wilmington 98, Del.
Du Prints, Inc., 1225 S. Main St., Los Angeles 15, Calif.
Duplex Book Stand Co., P. O. Box 783, Martinsville, Va.
Duplex Pen & Pencil Co., 65 W. Broadway, New York, N. Y.
Duplex Sorter Co., 3816 Southern Blvd., Youngstown 12, Ohio
Duplicate Receipt Book Co., Box 842, Birmingham 1, Ala.
Duplicating Papers, Inc., 230 W. 17th St., New York 11, N. Y.
Duplicator Paper Co., 106 W. 17th St., Chicago, Ill.
Duplicopy Co., 224 W. Illinois St., Chicago, Ill.
Dupli-Typer Co., 460 Fourth Ave., New York 16, N. Y.
DuQuaine, A. J., Lectern Mfg. Co., 9406 S. Pleasant Ave., Chicago, Ill.
Durable Metal Products Co., 1709 St. Marks Ave., Brooklyn 33, N. Y.
Dura-Clip Co., Inc., 3932 Frankfort Ave., Louisville 7, Ky.
Duradex, Inc., 202 Tillary St., Brooklyn, N. Y.
Durant Mfg. Co., 1925 N. Buffum St., Milwaukee 1, Wis.
Durham Mfg. Co., Durham, Conn.
Durham Mfg. Corp., Muncie, Ind.
Durkee-Atwood Co., 215 7th St., N.E., Minneapolis, Minn.
Duro Consolidated, Inc., 8th Ave. & Edison Way, Redwood City, Calif.
Duro Decal Co., Inc., 1832 Juneway Terrace, Chicago 26, Ill.
Dur-O-Lite Pencil Co., 1401 N. 25th St., Melrose Park, Ill.
Duvinage Corp., 1301 Potomac Ave., Hagerstown, Md.
Dykema Co., The, 430 N. Craig St., Pittsburgh 13, Pa.

E

E-Z Sort Systems, Ltd., 45 Second St., San Francisco 5, Calif.
Eagle Electric Mfg. Co., Inc., 23-10 Bridge Plaza, S., Long Island City, N. Y.
Eagle Lock Co., Terryville, Conn.
Eagle Pencil Co., 703 E. 13th St., New York 9, N. Y.
Eagle-Ottawa Leather Co., Grand Haven, Mich.
East Coast Paper Products Corp., 90 Butler St., Brooklyn, N. Y.
Eastern Bag Mfg. Corp., 831-861 Eagle Ave., New York 56, N. Y.
Eastern Corp., Bangor, Me.
Eastern Metal Spinning Co., 617 62nd St., Brooklyn 20, N. Y.
Eastern Specialties Co., Inc., Holyoke, Mass.
Eastern Tablet Corp., 1315 Broadway, Albany 1, N. Y.
Eastman Kodak Co., 343 State St., Rochester 4, N. Y.

EATON PAPER CORP., 75 S. Church St., Pittsfield, Mass.
(See advertisement on page 222)

Ebco Mfg. Co., 401 W. Town St., Columbus 8, Ohio
Econo-Pak Register Co., 1337 E. 27th St., Kansas City 8, Mo.
Ectro, Inc., 425 S. Sandusky St., Delaware 1, Ohio
Edgewater Mfg. Co., Inc., 116-118 Raymond St., Hasbrouck Heights, N. J.
Edison, Thomas A., Inc., West Orange, N. J.
Edroy Products Co., 480 Lexington Ave., New York 17, N. Y.
Educational Exhibition Co., 26 Custom House St., Providence 3, R. I.
Edwards, O. M., Co., Inc., Solar & Plum Sts., Syracuse, N. Y.
Egry Register Co., 429 E. Monument Ave., Dayton 2, Ohio
Ehlbert Products, 230 W. Superior St., Chicago 10, Ill.
Eicor, Inc., 1501 W. Congress St., Chicago 7, Ill.
Elam-Elkhart Staty. Co., Allegan, Mich.

ELBE FILE & BINDER CO., INC., 649 Alden St., Fall River, Mass.
(See advertisement on page 33)

Electric Service Mfg. Co., 17th & Cambria Sts., Philadelphia 32, Pa.
Electro Engineering & Mfg. Co., 627 W. Alexandrine, Detroit, Mich.
Electronic Secretary Industries, Inc., 805 S. Fifth St., Milwaukee, Wis.

ELLINGSWORTH MFG. CO., 200 S. Peoria St., Chicago 7, Ill.
(See advertisement on page 86)

Elliott Addressing Machine Co., 143 Albany St., Cambridge, Mass.
Elliott, B. K., Co., 126 Sixth St., Pittsburgh 22, Pa.
Ellis, H. R., Co., 1318 Josephine St., Berkeley 3, Calif.
Elward Mfg. Co., Baker Street, Coloma, Mich.
Embosograf Corp. of America, 38 W. 21st St., New York 10, N. Y.
Emeco Corp., Hanover, Pa.
Emeloid Co., Inc., 1241 Central Ave., Hillside 5, N. J.
Emeralite Co., Inc., 40 Warren St., New York 7, N. Y.
Emerson Electric Mfg. Co., 8100 Florissant Ave., St. Louis 21, Mo.
Emery Book Co., 232 Sussex Ave., Newark, N. J.
Empire Paper Co., 725 S. Wells St., Chicago 7, Ill.
Empire Pencil Co., Inc., Shelbyville, Tenn.
Empire Safe Co., Inc., 245 Canal St., New York, N. Y.
Emrick, Inc., 1724 Clinton Ave., Kalamazoo, Mich.
Engel Art Corners Mfg. Co., 4726 N. Clark St., Chicago 40, Ill.
Enger-Kress Co., West Bend, Wis.
Engineering Instruments, Inc., Peru, Ind.
Ennis Tag & Salesbook Co., Ennis, Tex.
Equipto Div., Aurora Equipment Co., Aurora, Ill.
Equitable Paper Bag Co., Inc., 45-50 Van Dam St., Long Island City, N. Y.

ERASER CO., INC., 1068 S. Clinton St., Syracuse 4, N. Y.
(See advertisement on page 139)

Erco Mfg. Co., 2368 N. Elston Ave., Chicago 14, Ill.

ERIE ART METAL CO., INC., P. O. Box 1187, Erie, Pa.
(See advertisement on page 288)

Ersco, 1930 Patterson Ave., Bronx 72, N. Y.
Esleeck Mfg. Co., Turners Falls, Mass.
Essex Corp., Charlottesville, Va.
Esterbrook Pen Co., 80 Delaware Ave., Camden 1, N. J.
Estey Metal Products, Inc., 1 Catherine St., Red Bank, N. J.
Etchcraft Co., 610 W. Van Buren St., Chicago 6, Ill.
Etching Co. of America, 1555 N. Sheffield Ave., Chicago, Ill.
Eureka Blank Book Co., Holyoke, Mass.
Eureka Blotter Bath Co., 12350 S. 83rd Ave., Palos Park, Ill.
Eureka Specialty Printing Co., 555 Electric St., Scranton 9, Pa.
Evans Case Co., North Attleboro, Mass.
Evans Metal Products Inc., 341 W. 38th St., New York 18, N. Y.

EVANS SPECIALTY CO., INC., 407 N. Munford St., Richmond 20, Va.
(See advertisements on pages 238, 256, 290)

EVER READY CALENDAR MFG. CO., 160 Maple St., Jersey City 3, N. J.
(See advertisement on page 59)

Ever-Ready Electric Co., 1214 W. Madison St., Chicago 7, Ill.
Ever Ready Label Corp., 357 Cortlandt St., Belleville 9, N. J.
Everett Pulp & Paper Co., Everett, Wash.
Everlast Pen Corp., 644 Broadway, New York, N. Y.
Eversharp, Inc., 350 Fifth Ave., New York 1, N. Y.
Exact Weight Scale Co., 944 W. Fifth Ave., Columbus 12, Ohio
Excellent Cabinet Works Co., 415 Withers St., Brooklyn 22, N. Y.
Executive Furniture Co., 2800 Virginia St., Wichita Falls, Texas
Executone, Inc., 415 Lexington Ave., New York 17, N. Y.
Exline, William, Inc., 1270 Ontario St., Cleveland 13, Ohio
Eyelet Tool Co., 236 Broadway, Boston, Mass.
Eyer & Co., 521 Fifth Ave., New York 17, N. Y.

EZYINDEX PRODUCTS CORP., 153-13 Northern Blvd., Flushing 54, N. Y.
(See advertisement on page 197)

F

Faber, A. W.-Castell Pencil Co., Inc., 41 Dickerson St., Newark 3, N. J.
Faber, Eberhard, Pencil Co., 37 Greenpoint Ave., Brooklyn 22, N. Y.
Facit, Inc., 500 Fifth Ave., New York, N. Y.
Fairchild Aerial Surveys, Inc., 21-21 41st Ave., Long Island City, N. Y.
Fairgate Rule Co., Cold Spring On-Hudson, N. Y.
Falconer Plate Glass Corp., Falconer, N. Y.

FARBER, LOUIS H., CO., 31 E. Congress St., Chicago 5, Ill.
(See advertisement on page 171)

Farber, S. W., Inc., 141 S. Fifth St., Brooklyn, 11, N. Y.
Faries Div., General Lamps Mfg. Corp., Elwood, Ind.
Fasco Industries, Inc., 255 N. Union St., Rochester, N. Y.
Fastener Corp., 858 Fletcher St., Chicago 14, Ill.

FAULTLESS CASTER CORP., 1521 N. Garvin St., Evansville, Ind.
(See advertisement on page 67)

Faurot, Inc., 299 Broadway, New York, N. Y.
Favor, Ruhl & Co., Inc., 43 W. 23rd St., New York 10, N. Y.
Fawn Brands, Ltd., 505 Fifth Ave., New York, N. Y.

FAY PAPER PRODUCTS, INC., 268 Northhampton St., Boston 18, Mass.
(See advertisement on page 244)

Fedders-Quigan Corp., 57 Tonawanda St., Buffalo 7, N. Y.
Federal Business Products, Inc., 90 Gold St., New York 38, N. Y.
Federal Cash Register Co., P. O. Box 2265, Kansas City 6, Mo.
Federal Laboratories, Inc., Saltsburg, Pa.
Federal Mining & Mfg. Co., 222 Kearney Ave., Jersey City 4, N. J.
Federal Stamp Co., 19 High St., Boston 10, Mass.
Federal Tool Corp., 3600 W. Pratt Blvd., Lincolnwood, Ill.
Federbush Co., Inc., 91 Seventh Ave., New York 11, N. Y.
Federbush, M. W., Loose Leaf, 380 Second Ave., New York 10, N. Y.
Feldco Loose Leaf Corp., 1505 Leland Ave., Chicago 40, Ill.
Felins Tying Machine Co., 3351 N. 35th St., Milwaukee, Wis.
Felsenthal, G., & Sons, 3500 N. Kedzie Ave., Chicago, Ill.
Felt & Tarrant Mfg. Co., 1735 N. Paulina St., Chicago, Ill.
Ferton Label Co., 506 Race St., Philadelphia 6, Pa.
Ferber Corp., 75 W. Sheffield Ave., Englewood, N. J.
Ferguson Bros. Mfg. Co., Hoboken, N. J.
Ferris Business Equipment, Inc., 244 Great Meadows Rd., Stratford, Conn.
Fiberbilt Sample Case Co., Inc., 40 W. 17th St., New York 11, N. Y.
Fibre Case & Novelty Co., Inc., 42 E. 20th St., New York, N. Y.
Fibre Forming Corp., Olean, N. Y.
Fielder, P. E., Mfg. Co., Longview, Tex.
Fieldston Products Corp., 1760 Morris Ave., New York 57, N. Y.
File-Aid Sales, P. O. Box 6223, Speedway City, Ind.
File-Ez Folder Co., 608 N. Monroe, Spokane 1, Wash.
Filequipment Corp. of America, 870 Grandville Ave., S.W., Grand Rapids, Mich.
Filex Steel Products, Inc., 200 S. 9th St., Philadelphia 7, Pa.
Filing Equipment Bureau, Inc., 27 Melcher St., Boston 10, Mass.
Finch & McCullough, Aurora, Ill.
Fine Art Brush Co., Inc., P. O. Box No. 42, Carlstadt, N. J.
Finke Mfg. Co., P. O. Box 301, Aurora, Ill.
Firestone Tire & Rubber Co., Akron, Ohio
Firth Carpet Co., 295 Fifth Ave., New York, N. Y.

FISHER PEN CO., 757 Waveland Ave., Chicago 13, Ill.
(See advertisement on page 31)

Fixtures Mfg. Corp., 312 Blue Ridge St., Kansas City 3, Mo.

FLASH BOX OPENER CO., INC., 52 W. Houston St., New York, N. Y.
(See advertisement on page 215)

Flewelling, L. C., Co., 12411 Industrial Ave., Hollydale, Calif.

FLEXI-MAT CORP., 2249 S. Calumet Ave., Chicago 16, Ill.
(See advertisement on page 218)

Flexo International Corp., 3245 W. Lake St., Chicago 24, Ill.
Flex-O-Lators, Inc., Carthage, Mo.
Flo-Ball Pen Corp., Holland, Mich.
Floorcraft Co., 393 Broadway, New York 13, N. Y.
Floquil Products, Inc., 1966 Broadway, New York 23, N. Y.
Florence Textile Products, 1038 N. Highland Ave., Los Angeles, Calif.
Florin, Philip, Inc., 358 Fifth Ave., New York, N. Y.
Fluorescent Lighting Laboratories, 1133 Southern Blvd., New York 59, N. Y.
Foam Rubber Fabricators, Inc., 13-19 Arch St., Newark 2, N. J.
Folding Carrier Co., 1238 W. Main St., Oklahoma City, Okla.
Follett Time Recording Co., 217 High St., Newark 2, N. J.
Fontana Bros., 48 E. 21st St., New York, 10, N. Y.
Forbes Products Corp., 625 S. Goodman St., Rochester 20, N. Y.
Force Western, Inc., 216 W. Jackson Blvd., Chicago 6, Ill.
Force, Wm. A., & Co., Inc., 216 Nichols Ave., Brooklyn 8, N. Y.
Formica Co., 4620 Spring Grove Ave., Cincinnati 32, Ohio
Fort Massac Chair Co., 750 Prospect Ave., Cleveland, Ohio
Fort Steuben Metal Products Co., Follansbee, W. Va.
Fort Wayne Printing Co., Fort Wayne, Ind.
Fostoria Pressed Steel Corp., Fostoria, Ohio
Foto Murals of California, 8921 W. Pico Blvd., Los Angeles, Calif.
Fox Co., 3400 Beekman St., Cincinnati, Ohio

FOX, GEO. E., & CO., 1051 N. Throop St., Chicago 22, Ill.
(See advertisement on page 94)

Fox River Paper Corp., 401 S. Appleton St., Appleton, Wis.
Frank Paper Products Corp., 2941 E. Warren St., Detroit 7, Mich.
Frankel Carbon & Ribbon Co., 285 Rio Grande Blvd., Denver 19, Colo.

Franklin Mfg. Corp., 692 Pleasant St., Norwood, Mass.

FRANKLIN METAL PRODUCTS CO., 16 W. Kinzie St., Chicago 10, Ill.
(See advertisements on pages 147, 163, 252, 286)

Franklin Picture Frame Co., 2019 W. Montrose Ave., Chicago, Ill.
Franklin Research Co., 5134 Lancaster Ave., Philadelphia, Pa.
Franklin Ribbon & Carbon Co., 174 Nassau St., Brooklyn 1, N. Y.
Franklin Table Co., 116 N. Fourth St., Louisville 2, Ky.
Frantz Industries, 1668 22nd St., Santa Monica, Calif.
Fredonia Lithographing Co., Fredonia, Kansas
Free Hand Binder Co., 43 Fulton St., New York, N. Y.
Freeman, E. L., Co., 548 Roosevelt Ave., Central Falls, R. I.
Fresh'nd Aire Co., Div., Cory Corp, 221 N. La Salle St., Chicago 1, Ill.
Friden Calculating Machine Co., Inc., 2350 Washington Ave., San Leandro, Calif.
Frigidaire Div., General Motors Corp., 300 Taylor St., Dayton 1, Ohio
Frink Corp., 27-01 Bridge Plaza, N., Long Island City 1, N. Y.

FRITZ-CROSS CO., 300 E. Fourth St., St. Paul 1, Minn.
(See advertisement on page 70)

Frontier Mfg. Co., P. O. Box 13266, Dallas, Texas
Frye Mfg. Co., 2531 Dean Ave., Des Moines 4, Iowa

FULTON MARKING EQUIPMENT CO., 82 Fulton St., Elizabeth 1, N. J.
(See advertisement on page 216)

Funk & Wagnalls Co., 153 E. 24th St., New York 10, N. Y.
Futuramic Steel Products Corp., 1400 Atlantic Ave., Brooklyn, N. Y.

G

G. R. Products, Inc., 140 Federal Square Bldg., Grand Rapids, Mich.
Gabe Mfg. Corp., 320 Broadway, New York 7, N. Y.
Gair, Robert, Co., Inc., 155 E. 44th St., New York, N. Y.
Galef, J. L., & Son, Inc., 85 Chambers St., New York 7, N. Y.
Galewski, A., & Sons, Inc., 119 W. 25th St., New York 1, N. Y.
Galloway, James H., and Associates, 1150 Griswold St., Detroit 26, Mich.
Gane Bros. & Lane, Inc., 1335 W. Lake St., Chicago, Ill.
Garden City Educational Co., 27 S. Wabash Ave., Chicago, Ill.
Garden City Envelope Co., 3001 N. Rockwell St., Chicago 18, Ill.
Garden State Tanning, Inc., Pine Grove, Pa.
Gardner Mfg. Co., Horicon, Wis.
Garland Furniture Co., 1144 W. Superior St., Chicago 22, Ill.
Garlynn Engineering Co., 755 Pennsylvania Ave., San Francisco 7, Calif.
Garrett & Massie, Inc., 1406 E. Franklin St., Richmond 15, Va.
Garvey Fountain Brush & Ink Co., 4379 Duncan Ave., St. Louis 10, Mo.
Gary Safe Co., 1020 Crocker St., Los Angeles 21, Calif.
Gates Associates, 6 Commercial St., Rochester 14, N. Y.
Gaunt Industries, 827 W. Irving Park Blvd., Chicago 13, Ill.
Gaylord Bros., Inc., P. O. Box 61, Syracuse 1, N. Y.
Geller, J. R., Co., 1133 Broadway, New York 10, N. Y.
Gem Adding Machine Co., Cuba, N. Y.

GENERAL BINDING CORP., 812 W. Belmont Ave., Chicago 14, Ill.
(See advertisement inside back cover)

General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.
General Diaries Corp., 319 Greenwich St., New York 13, N. Y.
General Electric Co., 570 Lexington Ave., New York, N. Y.
General Fibre Products Co., 356 Broad St., Fitchburg, Mass.
General Fireproofing Co., Youngstown, Ohio

GENERAL LAMPS MFG. CORP., Elwood, Ind.
(See advertisement on page 205)

General Loose Leaf Bindery Co., Inc., 720 S. Dearborn St., Chicago 5, Ill.
General Manifold & Printing Co., Franklin, Pa.
General Match Co., Reading, Cincinnati, Ohio
General Multi Forms Sales Co., P. O. Box 1094, Nashville, Tenn.
General Pencil Co., 67 Fleet St., Jersey City, N. J.
General Photo Products Co., Inc., Chatham, N. J.
General School Equipment Co., 869 Hersey St., St. Paul 4, Minn.
Geneva Mfg. Co., Geneva, Ill.
Geographical Publishing Co., 621 S. Plymouth Court, Chicago, Ill.
Germanow-Simon Machine Co., 408 St. Paul Ave., Rochester, N. Y.
Gestetner Duplicator Corp., 50 McLean Ave., Yonkers 5, N. Y.
Gibraltar Mfg. Co., Inc., 403 Communipaw Ave., Jersey City 4, N. J.
Gibson, A. C., Co., Inc., 70 Oak St., Buffalo 5, N. Y.
Gibson Art Co., 233 W. 4th St., Cincinnati, Ohio
Gibson, C. R., & Co., Norwalk, Conn.

GIES, WALTER G., CO., Crownsville, Md.
(See advertisement on page 282)

GIFT CRAFT LEATHER CO., 101 Spring St., New York 12, N. Y.
(See advertisement on page 91)

Gilbert, A. C., Co., New Haven, Conn.
Gilbert Paper Co., Menasha, Wis.
Gilkey, W. S., Printing Co., 1138 W. 9th St., Cleveland, Ohio
Gillespie Furniture Co., 1355 Market St., San Francisco, Calif.
Gilson Slide Rule Co., Box 993, Stuart, Fla.
Gits Molding Corp., 4664 W. Huron St., Chicago 44, Ill.
Glaro Machine Products Co., Inc., East Hoffman & South Clinton Aves., Lindenhurst, L. I., N. Y.
Glas-Board, Inc., 2126 Renrock Road, Cleveland Heights 18, Ohio
Glaser, Lewis, P. O. Box 123, New Haven, Conn.
Glaziers' Tool Mfg. Corp., 611 W. Adams St., Chicago 6, Ill.
Glennon & Kern, Inc., 610 S. Federal St., Chicago, Ill.
Glick Bros., 900 W. Van Buren St., Chicago, Ill.

GLIDEX CORP., 4538 W. Roosevelt Rd., Chicago 24, Ill.
(See advertisement on page 277)

Globe Lighting Products Co., 1710 Flushing Ave., Maspeth, L. I., N. Y.
Globe-Wernicke Co., Norwood, Cincinnati 12, Ohio

GLUE-FAST EQUIPMENT CO., INC., 11 White St., New York 13, N. Y.
(See advertisement on page 212)

Glu-Pen Corporation, P. O. Box 502, Hampton, Va.
Goat, Fred, Co., Inc., 314 Dean St., Brooklyn 17, N. Y.
Goes Lithographing Co., 42 W. 61st St., Chicago 21, Ill.

GONCO MFG. CO., 1259 S. La Brea Ave., Los Angeles 19, Calif.
(See advertisement on page 283)

Good Bros. Leather Co., 142 Frelinghuysen Ave., Newark, N. J.
Goodbody, Wm., Envelope Co., 133 Wooster St., New York 12, N. Y.
Goodfrend Corp., 14815 S. Loomis St., Harvey, Ill.

GOODFREND METAL PRODUCTS CO., 315 N. Desplaines St., Chicago 6, Ill.
(See advertisement on page 158)

Goodrich, B. F., Co., Akron, Ohio
Goodyear Tire & Rubber Co., Inc., Akron 16, Ohio

GRAFF, GEORGE B., CO., 54 Washburn Ave., Cambridge 40, Mass.
(See advertisements on pages 257, 274)

Grammes, L. F., & Sons, Inc., 380 Union St., Allentown, Pa.
Gramont Corp., 2756 Roweña St., Los Angeles 39, Calif.
Gran-Adell Mfg. Co., 1925 N. Ashland Ave., Chicago 22, Ill.
Grand Rapids Label Co., 545 Ottawa Ave., N. W., Grand Rapids 2, Mich.
Grand Rapids Leather Furniture Co., Inc., 201 Front Ave., N. W., Grand Rapids 4, Mich.
Grand Rapids Loose Leaf Binder Co., 10 Logan St., S. W., Grand Rapids 3, Mich.
Grand Rapids Store Equipment Co., 1340 Monroe St., N.W., Grand Rapids, Mich.
Grant Pulley & Hardware Co., 31-85 Whitestone Pkwy., Flushing, L. I., N. Y.
Graphic Calculator Co., 637 S. Plymouth Court, Chicago 5, Ill.
Graphic Duplicator Co., 473 Broadway, New York 13, N. Y.
Graphic Systems, 55 W. 42nd St., New York 36, N. Y.
Gray Mfg. Co., 16 Arbor St., Hartford, Conn.
Grayarc Co., 311 W. 66th St., New York 23, N. Y.
Graymills Corp., 3705 N. Lincoln Ave., Chicago 13, Ill.
Great Lakes Furniture Co., 353 Houseman Bldg., Grand Rapids, Mich.
Great Lakes Store & Office Fixture Co., 1910 W. Maypole St., Chicago 12, Ill.
Green Bay Luggage Co., Inc., 1670 Morrow St., Green Bay, Wis.
Green Duck Metal Stamping Co., 1520 W. Montana St., Chicago 14, Ill.
Green Instrument Co., Inc., 385 Putnam Ave., Cambridge 39, Mass.
Greene, G. G., Mfg. Corp., Warren, Pa.
Greenlee, Charles H., 225 Fifth Ave., New York 10, N. Y.
Greentree Publishers, Inc., P. O. Box 1513, Boston 4, Mass.
Greenwood Co., 712 Federal St., Chicago 5, Ill.
Greg Sales Co., Inc., 320 Broadway, New York 7, N. Y.
Gregory Fount-O-Ink Co., 3501 Eagle Rock Blvd., Los Angeles 65, Calif.

GREGSON MFG. CO., Liberty, N. C.
(See advertisement on page 76)

Grey Iron Casting Co., Mount Joy, Pa.
Griggs Equipment Co., Belton, Tex.
Griffin Mfg. Co., 191 Lyndhurst St., Rochester 5, N. Y.
Griffith-Hope Co., West Allis 14, Wis.
Griscombe Products, Inc., 23 Beekman St., New York, N. Y.
Gross Engineering Co., Inc., Constantine, Mich.
Groveton Papers Co., Groveton, N. H.
Grumbacher, M., Inc., 460 W. 34th St., New York 1, N. Y.

GUARDSMAN-VALENTINE, INC., P. O. Box 349, La Porte, Ind.
(See advertisement on page 251)

Guedon Co., Audubon 6, N. J.

GUIDE SYSTEM & SUPPLY CO., 335 Canal St., New York 13, N. Y.
(See advertisement on page 172)

Gum Products Press, Inc., 612 E. Clybourn St., Milwaukee, Wis.
Gummed Products Co., Troy, Ohio
Gummed Tape & Devices Co., 1069-71 Rogers Ave., Brooklyn 26, N. Y.

GUNLOCKE, W. H., CHAIR CO., Wayland, N. Y.
(See advertisement on page 73)

Guth, Edwin F., Co., 2615 Washington Ave., St. Louis 3, Mo.
Gwenly Corp., 175 Fifth Ave., New York, N. Y.

H

Hadley, Charles R., Co., 330 N. Los Angeles St., Los Angeles 12, Calif.
Haeger Desk Co., 1663 Merchandise Mart, Chicago 54, Ill.
Hagstrom Co., 311 Broadway, New York, N. Y.
Hahn, Arthur W., 199 Lafayette St., New York, N. Y.
Hahn, Peter J., & Sons Co., 4445 W. Belmont Ave., Chicago 41, Ill.

HAINES PUBLISHING CO., Canton 2, Ohio
(See advertisement on page 126)

Haldeman-Langford Mfg. Co., 2580 University Ave., St. Paul 14, Minn.
Haldon Mfg. Co., Inc., 841 N. La Cienega Blvd., Los Angeles 46, Calif.

HALE, F. E., MFG. CO., Herkimer, N. Y.
(See advertisement on page 43)

Hall Bros., Inc., 2505 Grand Ave., Kansas City, Mo.
Hall, Gordon L., Co., 50 North St., Old Lyme, Conn.
Hall Industries, 111 W. Jackson Blvd., Chicago 4, Ill.
Hall, J. C., Co., P. O. Box 1060, Pawtucket, R. I.
Hall & McChesney, Inc., P. O. Box 591, Syracuse 1, N. Y.
Hall, Stuart, Co., Inc., 3710 Main St., Kansas City, Mo.
Hall's Safe Co., Inc., 1150 S. Erie Blvd., Hamilton, Ohio

HALL-WELTER CO., INC., 40 Mt. Hope Ave., Rochester 20, N. Y.
(See advertisement on page 80)

Haloid Co., 2 Haloid St., Rochester 3, N. Y.
Halverson Specialty Sales, 1221 W. Chestnut St., Chicago 22, Ill.
Hamilton Autographic Register Co., Hamilton, Ohio
Hamilton Caster & Mfg. Co., 1507 Dixie Hwy., Hamilton, Ohio
Hamilton Desk Co., High Point, N. C.
Hamilton Industries, Inc., 2736½ Colorado Blvd., Los Angeles 41, Calif.
Hamilton Mfg. Co., Two Rivers, Wis.

HAMILTON MFG. CORP., Columbus, Ind.
(See advertisement on page 71)

Hamilton Metal Products Co., Hamilton, Ohio
Hamilton Pen Co., 7 W. Madison St., Chicago, Ill.
Hamilton Specialties, Inc., 5 Watson St., Boston 18, Mass.
Hammermill Paper Co., Erie 6, Pa.
Hammett, J. L., Co., 290 Main St., Cambridge, Mass.
Hammond, C. S., & Co., 515 Valley St., Maplewood, N. J.
Hammond Instrument Co., 4200 W. Diversey Blvd., Chicago, Ill.
Hampden Mfg. Co., Inc., 301 E. Fourth St., Plainfield, N. J.
Handi-Biott Co., 40 E. 20th St., New York, N. Y.
Handi-Hinge, 51 E. 21st St., New York 10, N. Y.
Hanes Chair & Furniture Co., Inc., Mocksville, N. C.
Haney School Furniture Co., 1600 Berkey Ave., S.E., Grand Rapids, Mich.
Hang-A-File Co., 31 E. Congress St., Chicago 5, Ill.
Hano Paper Co., Inc., 220 E. 23rd St., New York, N. Y.

HANO, PHILIP, CO., INC., P.O. Box 307, Holyoke, Mass.
(See advertisement on page 179)

Hansen, A. L., Mfg. Co., 5037 Ravenswood Ave., Chicago 40, Ill.
Hanson, C. H., Co., 303 W. Erie St., Chicago 10, Ill.
Hanson, J. L., Co., 554 W. Adams St., Chicago 6, Ill.
Hanson Scale Company, 1777 Shermer Road, Northbrook, Ill.

HARDBOARD FABRICATORS, INC., 59 Branch St., St. Louis 7, Mo.
(See advertisement on page 211)

Harding, Milo, Co., 500 S. Monterey Pass Road, Monterey Park, Calif.
Harlich Corp., 310 W. Polk St., Chicago, Ill.
Harris, M. & G., Co., 71 High School Ave., Cranston 10, R. I.
Harrison Steel Cabinet Co., 4718 W. Fifth Ave., Chicago 44, Ill.
Harrison-Simpson Co., 18 Oliver St., Boston 10, Mass.
Harris-Seybold Co., 4510 E. 71st St., Cleveland 5, Ohio
Hart, Harold D., Co., 612 E. Second St., Fort Worth, Tex.
Hart Mfg. Co., 2400 Endicott St., St. Paul 4, Minn.
Hart Mirror Plate Co., 101 Front St., S. W., Grand Rapids, Mich.
Hartco Mfg. Co., Inc., P. O. Box 943, Fort Worth, Texas

HARTER CORP., Sturgis, Mich.
(See advertisement on page 77)

Harvey, Fred W., Co., Manlius, N. Y.

HASKELL, INC., 303 E. Carson St., Pittsburgh 19, Pa.
(See advertisement on page 107)

Hauserman, E. F., Co., 6800 Grant Ave., Cleveland 5, Ohio
Hawthorne Paper Co., P. O. Box 906, Kalamazoo, Mich.

HAZEL, ERNEST, JR., 1601-1605 Delmar Ave., St. Louis, Mo.
(See advertisement on page 33)

Hazel-Atlas Glass Co., 1535 Jacob St., Wheeling, W. Va.

HAZEL-VINYL PRODUCTS, 1603 Delmar Ave., St. Louis 3, Mo.
(See advertisement on page 232)

Heale, J. A., & Co., Inc., 156 Chambers St., New York, N. Y.
Hearne Bros., National Bank Bldg., Detroit 26, Mich.
Hearthside Industries, 2 W. 45th St., New York 36, N. Y.
Hecht Fixture Co., 211 S. Wacker Dr., Chicago, Ill.
Hectographia Corp., 110 W. 17th St., New York 11, N. Y.

HEDGES MFG. CO., 2931 Wentworth Ave., Chicago 16, Ill.
(See advertisement on page 146)

Hedman Co., 1158 Armitage Ave., Chicago 14, Ill.
Heinicke-Fiegel Lithographing Co., 21 S. Ninth St., St. Louis 2, Mo.
Heinn Co., 326 W. Florida St., Milwaukee, Wis.
Heirloom Co., P. O. Box 87, Kenmore 17, N. Y.
Heller Co., 2135 Superior Ave., N. E., Cleveland 14, Ohio
Heller, W. C., & Co., Montpelier, Ohio
Hellesoe, Hans H., 2444 W. Ainslie St., Chicago 25, Ill.
Helms Products, Inc., 3757 Plainfield St., NE., Grand Rapids, Mich.
Henderize, Inc., 444 Market St., San Francisco 11, Calif.
Hennus Co., 1947 Broadway, New York 23, N. Y.
Herco Art Mfg. Co., 53 Parker St., Wallingford, Conn.

HERRING-HALL-MARVIN SAFE CO., Hamilton, Ohio
(See advertisement on page 248)

Hertzberg, H., & Son, Inc., 2300 Fifth Ave., New York 35, N. Y.
Herz Mfg. Corp., 840 E. 134th St., New York 54, N.Y.
Hewitt-Robins, Inc., 240 Kensington Ave., Buffalo 5, N. Y.

HEYER CORP., 1856 S. Kostner Ave., Chicago 23, Ill.
(See advertisements on pages 129, 130, 131, 132)

Heywood-Wakefield Co., Gardner, Mass.
Hiebert's, C., Cabinet & Fixture Co., Torrance, Calif.
Higbee, G. A., Co., 544 Bellevue Ave., Detroit 7, Mich.
Higgins Ink Co., Inc., 271 Ninth St., Brooklyn 15, N.Y.

HIGH POINT BENDING & CHAIR CO., Siler City, N. C.
(See advertisement on page 78)

Highland Mfg. Co., Holyoke, Mass.
Hild Floor Machine Co., 740 W. Washington St., Chicago, Ill.
Hillside Metal Products, Inc., 262-270 Passaic St., Newark 4, N. J.

HILNER INTERNATIONAL CORP., 2900 W. Eighth St., Los Angeles 5, Calif.
(See advertisement on page 58)

Hincher Mfg. Co., Washington, Ind.
Hires, Chas. E., Co., Inc., 206 S. 24th St., Philadelphia, Pa.
Hirsh, S. A., Mfg. Co., 8051 Central Park, Skokie, Ill.
Hobbs Mfg. Co., 26 Salisbury St., Worcester 5, Mass.
Hobby Hill, 225 N. Wabash Ave., Chicago 1, Ill.
Hodgman Rubber Co., Framingham, Mass.
Hoffman, L., 139 Spring St., New York, N. Y.
Hoggson & Pettis Mfg. Co., 141T Brewery St., New Haven 7, Conn.
Holcomb, J. I., Mfg. Co., 1601 Barth St., Indianapolis, Ind.
Holden Patent Book Cover Co., 53 Hillman St., Springfield, Mass.
Holland, John, Gold Pen Co., 127 E. Fourth St., Cincinnati, Ohio
Holliday, R. M., Co., 31 N. State St., Chicago 2, Ill.
Hollywood Pen Co., 74 5th Ave., New York 11, N. Y.
Holson Binders, Inc., 762 Wythe Ave., Brooklyn 11, N.Y.
Holt Pen Co., Crompton, West Warwick, R. I.
H-O-N Co., The, Third and Oak Sts., Muscatine, Iowa

HOOSIER DESK CO., Jasper, Ind.
(See advertisement on page 114)

Hope Metal Products, Inc., 1505 Rockwell Ave., Cleveland 14, Ohio
Horn, W. C., Bro. & Co., 571 N. Third St., Newark 7, N. J.
Hotchkiss, E. H., Co., 900 E. 95th St., Chicago 19, Ill.
Hourmaster, The, 552 Elm St., Westfield, N. J.
Household Paper Products, 1326 E. Woodbridge Ave., Detroit, Mich.
Howard Dustless Duster Co., 80 Freeport St., Boston, Mass.
Howard Industries, Inc., 208 S. LaSalle St., Chicago, Ill.
Howard Mfg. Co., 7518 State Road, Philadelphia, Pa.
Howard Paper Co., Urbana, Ohio
Howe Folding Furniture, Inc., 1 Park Ave., New York 16, N. Y.
Howe Scale Co., Inc., Rutland, Vt.
Hudson Pulp & Paper Corp., 477 Madison Ave., New York N. Y.
Huff Co., Ann Arbor, Mich.
Huff Sales Co., 911 Western Ave., Seattle 4, Wash.
Hummel, A. C., Co., 5349 Kennedy Ave., Cincinnati 13, Ohio
Humphrys, R. A., Sons, Inc., 4041 Ridge Ave., Philadelphia, Pa.

HUNT, C. HOWARD, PEN CO., Seventh and State Sts., Camden 1, N. J.
(See advertisement on page 226)

Hunter Fan & Ventilating Co., 400 S. Front St., Memphis 2, Tenn.
Hunting-Roberts Co., 2223 E. 37th St., Los Angeles 58, Calif.
Huntington Chair Corporation, Box 2111, Huntington 3, W. Va.
Huntington Laboratories, Inc., Huntington, Ind.
Huntting, H. R. Co., 29 Worthington St., Springfield, Mass.
Hurlock Bros. Co., Inc., 3436 Market St., Philadelphia 4, Pa.
Hush-A-Phone Corp., 65 Madison Ave., New York 16, N. Y.
Hutcheson Brothers, 241 Centre St., New York 13, N. Y.
Hydrawlik Co., 131 E. First Ave., Roselle, N. J.
Hyman, L., & Sons, 102 Prince St., New York 12, N. Y.
Hynes Mfg. Co., 172 Whitehall St., S.W., Atlanta, Ga.

I

IDL MFG. & SALES CORP., 132 Lafayette St., New York 13, N. Y.
(See advertisement on page 253)

Ideal Industries, Inc., Sycamore, Ill.
Ideal Publishers, 1015 25th St., Zion, Ill.

IDEAL SCHOOL SUPPLY CO., 8312 S. Birkhoff Ave., Chicago 20, Ill.
(See advertisement on page 281)

Ideal Stencil Machine Co., Belleville, Ill.

IDEAL SYSTEM CO., 346 S. Flower St., Los Angeles 17, Calif., and 6 Church St., New York 6, N. Y.
(See advertisement on page 45)

Ideal Ventilator Co., 160 Atlantic Ave., Providence, R. I.
Identification Service Corp., 144 W. 46th St., New York 36, N. Y.
Illinois Lock Co., 806 S. Ada St., Chicago 7, Ill.

IMPERIAL DESK CO., 1312 W. Florida St., Evansville 7, Ind.
(See advertisement on page 96)

Imperial Fastener Co., 1018 S. Wabash Ave., Chicago, Ill.
Imperial Leather Furniture Co., 315 W. 47th St., New York 19, N. Y.
Imperial Methods Co., Forest Park, Ill.
Imperial Molded Products Corp., 2925 W. Harrison St., Chicago, Ill.
Improved Mailing Case Co., Inc., 305 Broadway, New York 7, N. Y.
In-A-Floor Safe Co., 1416 S. Los Angeles St., Los Angeles, Calif.
Index Sales Corp., 1313 W. Congress St., Chicago 7, Ill.
Indiana Cash Drawer Co., Shelbyville, Ind.

INDIANA CHAIR CO., Jasper, Ind.
(See advertisement on page 74)

INDIANA DESK CO., Jasper, Ind.
(See advertisement on page 108)

Industrial Filter & Pump Mfg. Co., 5900 W. Ogden Ave., Cicero, Ill.
Industrial Lamp Corp., 14th and Blaine Sts., Elkhart, Ind.
Industrial Latex Co., 306 Mount Pleasant Ave., Wallington, N. J.
Industrial Molded Products Corp., 609 New York Bldg., St. Paul 1, Minn.
Industrial Shredder & Cutter Co., 704 S. Ellsworth Ave., Salem, Ohio

INK SPECIALTIES CO., INC., 523 N. Halsted St., Chicago 22, Ill.
(See advertisement on page 199)

Inkograph Products Div., Risdon Mfg. Co., Naugatuck, Conn.
Inserting & Mailing Machine Co., Phillipsburg, N. J.
Insurance Managers & Agents Supply Co., 612 N. Michigan Ave., Chicago, Ill.
Inter-Communication System of America, 1112 S. Wabash Ave., Chicago, Ill.
Inter-Continental Trading Corp., 90 West St., New York 6, N. Y.
Interior Steel Equipment Co., 2352 E. 69th St., Cleveland 4, Ohio
International Autopen Co., 1026 20th St., N.W., Washington 6, D. C.
International Bronze Tablet Co., Inc., 150 W. 22nd St., New York 11, N. Y.
International Business Machines Corp., 590 Madison Ave., New York 22, N. Y.
International Carbon & Ribbon Co., Inc., Logan, Ohio
International Cash Register & Parts Co., 207 E. Evergreen Ave., Mt. Prospect, Ill.
International Office Appliances, Inc., 326 Broadway, New York, N. Y.
International Payroll Machine Co., P. O. Box 292, Reading, Pa.
International Postal Supply Co., 634 Prospect Place, Brooklyn, N. Y.
International Tag and Salesbook Co., 3450 W. Division St., Chicago 51, Ill.
International Ticket Co., 50 Grafton Ave., Newark 4, N. J.
International Typewriter Exchange, 805 S. Jefferson St., Chicago, Ill.
Interstate Office Furniture Div., Precision Products Corp., 707 E. Vermont Ave., Anaheim, Calif.

INVINCIBLE METAL FURNITURE CO., Manitowoc, Wis.
(See advertisements on pages 102, 103)

IONIA MFG. CO., 119 S. Dexter St., Ionia, Mich.
(See advertisement on page 72)

Irwin-Hodson Co., 439 N. W. 15th Ave., Portland 9, Ore.
Irwin Seating Co., 1480 Buchanan St., S. W., Grand Rapids, Mich.

J

Jaclin Stationery Co., 363 Broadway, New York 13, N. Y.
Jacobs, Charles R., Wauseon, Ohio
Jamestown Lounge Co., Jamestown, N. Y.
January & Wood Co., Maysville, Ky.
Jardin Associates, Inc., 75 Maiden Lane, New York 7, N. Y.

JASPER CHAIR CO., Jasper, Ind.
(See advertisement on page 69)

JASPER DESK CO., Jasper, Ind.
(See advertisements on pages 111, 112)

JASPER INDUSTRIES, INC., Jasper, Ind.
(See advertisement on page 187)

JASPER OFFICE FURNITURE CO., P. O. Box 71, Jasper, Ind.
(See advertisement on page 119)

JASPER SEATING CO., Jasper, Ind.
(See advertisement on page 70)

JASPER TABLE CO., INC., Jasper, Ind.
(See advertisement on page 270)

Jayem Sales Corp., 31 Coffey St., Brooklyn 31, N. Y.
Jay-Lip Corp., Jamestown, N. Y.
Jenkins-Hall Index Card Co., 50 Fremont St., San Francisco, Calif.
Jest Art Originals, 12474 Washington Blvd., Culver City, Calif.
Jet Mfg. Co., Inc., 288 Hyde Park Ave., Boston 30, Mass.
Jewell & Co., 929 Cherry St., Philadelphia 7, Pa.
Joeli Safe Div., Regna Cash Registers, Inc., 175 Fifth Ave., New York 10, N. Y.
Johns, W. A., Paper Co., 2201 S. Union Ave., Chicago 16, Ill.
Johnson, A. L., Co., 828 N. Broadway, Milwaukee 2, Wis.
Johnson Chair Co., 7109 Merchandise Mart, Chicago 54, Ill.
Johnson Fare Box Co., 4619 N. Ravenswood Ave., Chicago 40, Ill.
Johnson, S. C., & Son, Inc., Racine, Wis.
Johnston Adding Machine Co., 13343 Sherman Way, North Hollywood, Calif.
Johnston's "Snow White" Products, Mumford, N. Y.
Josephson Mfg. Corp., 122 E. 23rd St., New York 10, N. Y.
Joslin, A. D., Mfg. Co., Manistee, Mich.
Joyce, Edward J., Filing Co., 32 S. Clark St., Chicago, Ill.
Joyce Record Systems, Inc., 142 E. Canfield Poland Road, Youngstown 12, Ohio
Judd, H. L., Co., Inc., Wallingford, Conn.
Junier, F. R., Associates, 366 Fifth Ave., New York 1, N. Y.

JUSTRITE ENVELOPE MFG. CO., 58-60 Gilmer St., S.E., Atlanta, Ga.
(See advertisement on page 138)

K

K. & O. Co., Inc., Bethpage, L. I., N. Y.
Kahn, David, Inc., 69 Paterson Plank Road, North Bergen, N. J.
Kalamazoo Label Co., Kalamazoo, Mich.
Kalamazoo Staty. Co., Kalamazoo, Mich.
Kalistron, Inc., 55 W. 44th St., New York 36, N. Y.
Kamket Corp., 406 W. 31st St., New York, N. Y.
Karl Mfg. Co., 32 Ionia Ave., S.W. Grand Rapids 2, Mich.
Kasson Die & Motor Corp., 32-14 Northern Blvd., Lond Island City, N. Y.
Kathman Associates, 545 Fifth Ave., New York 17, N. Y.
Kay-Dee Co., 719 P St., Lincoln 1, Nebr.
Kay-Wood Products, Inc., Bedford, Pa.
Kee Lox Mfg. Co., 10 Kee Lox Place, Rochester 1, N.Y.
Keener Mfg. Co., 403 Lancaster Ave., Lancaster, Pa.
Keep Klean Products Co., Inc., 4077 Park Ave., New York 57, N. Y.
Keith Paper Co., Turners Falls, Mass.
Keller Duplicator Co., 545 E. Third St., Long Beach 12, Calif.
Kelley-Mennes Mfg. Co., 1283 N. Main St., Rockford, Ill.
Kellogg Switchboard & Supply Co., 6650 S. Cicero Ave., Chicago 38, Ill.
Kelly, F., Co., Housatonic Ave., Derby, Conn.
Kempenich, H., 1318 Pitman Ave., Palo Alto, Calif.
Ken-Add Machines Co., 2577 Como Ave., St. Paul 1, Minn.
Kendall Sealer Co., East Jaffrey, N. H.

KENMAR MFG. CO., East Palestine, Ohio
(See advertisement on page 185)

Kennedy Mfg. Co., Van Wert, Ohio
Ken-Ro-Bil Corp., Van Buren, Ohio
Kentube Mfg. Co., 912 Lock St., Kent, Ohio
Kenwood Corp., P. O. Box 5526, Friendship Sta., Washington, D. C.
Kenworth Mfg. Co., 3455 N. Holton St., Milwaukee 12, Wis.
Ketcham & McDougall, Inc., 465 Eagle Rock Ave., Roseland, N. J.
Keuffel & Esser Co., 303 Adams St., Hoboken, N. J.
Kewaunee Mfg. Co., Adrian, Mich.
Key Ribbon & Carbon Co., 963 Newark Ave., Elizabeth, N. J.
Keyless Lock Co., 1401 Newman St., Indianapolis, Ind.
Keystone Binder Co., 1924 Lillie Ave., Davenport, Iowa
Keystone Index Card Co., 3225 Race St., Philadelphia, Pa.

KEYSTONE STEEL EQUIPMENT CO., INC., 1914 S. Water St., Philadelphia 48, Pa.
(See advertisement on page 161)

Keystone Tag Co., West Chester, Pa.
Kidde, Walter, & Co., Inc., 1099 Main St., Belleville 9, N. J.
Kilian Mfg. Co., 1728 Burnet Ave., Syracuse, N. Y.
Kimball, A., Co., 307 W. Broadway, New York 13, N. Y.
Kimberly-Clark Corp., 128 N. Commercial St., Neenah, Wis.
Kimmel Products Co., P. O. Box 411, New Castle, Pa.
Kin-Dex, Inc., 516 W. 34th St., New York 1, N. Y.
King Filing Supply Co., 150 W. 22nd St., New York 11, N. Y.
King Gem Co., Gallatin Gateway, Mont.
King Koin Sorter Co., P. O. Box 1576, Omaha 8, Nebr.
King Posture Chair Co., 953 S. Raymond Ave., Pasadena 2, Calif.
King Sales & Engineering Co., 441 Folsom St., San Francisco, Calif.
Kingdom Mfg. Co., 410 Market St., Fulton, Mo.
Kingsbacher-Murphy Co., 6245 Lexington Ave., Hollywood 38, Calif.
Kingsley Stamping Machine Co., 1606 Cahuenga Blvd., Hollywood 28, Calif.
Kingsport Press, Inc., Kingsport, Tenn.
Kirby-Cogeshall-Steinau Co., 606 E. Clybourn St., Milwaukee, Wis.
Kirk Brevitype Corp., P. O. Box 2912, San Diego, Calif.
Kirk Plastic Co., 170 E. Jefferson Blvd., Los Angeles 11, Calif.
Kisco Co., Inc., 2400 De Kalb St., St. Louis 4, Mo.
Kittredge, R. J., & Co., 14 N. Peoria St., Chicago, Ill.
Kline, W. R., Co., 1062 Stuyvesant Ave., Irvington, N. J.
Klipto Loose Leaf Co., 15 S. Delaware St., Mason City, Iowa
Klopp Engineering, Inc., P. O. Box 134, Plymouth, Mich.
Knickerbocker Case Co., 676 N. Kingsbury St., Chicago 10, Ill.
Knickerbocker Leather & Novelty Co., Inc., 19 W. 18th St., New York 11, N. Y.
Knox Steel & Wire Co., Inc., 4630 W. 53rd St., Chicago, Ill.
Kobler & Co., 81 Fenimore St., Lynbrook, N. Y.
Kodye, Inc., 27 W. Court St., Cincinnati, Ohio
Koh-I-Noor Pencil Co., Inc., Bloomsbury, N. J.
Kohlhaas Co., 8012 S. Chicago Ave., Chicago 17, Ill.

KOL, INC., 2507 University Ave., St. Paul 14, Minn.
(See advertisement on page 260)

Koller & Smith Co., Inc., 41 Chambers St., New York 7, N. Y.
Konko Sales Co., P. O. Box 132, Austin, Tex.
Kool Kooshion Mfg. Co., 1732-1734 N. W. 5th St., Oklahoma City, Okla.

Korda Industries, 20 W. 46th St., New York 19, N. Y.
Kores Carbon Paper & Ribbons Mfg. Corp., 49 Bleecker St., New York 12, N. Y.
Kraus Ribbon & Carbon Co., 239 Fourth Ave., Pittsburgh 22, Pa.
Krayer Mfg. Co., 542 Pine St., Elizabeth 1, N. J.
Krengel Mfg. Co., 227 Fulton St., New York, N. Y.
Kromex Corp., 880 E. 72nd St., Cleveland, Ohio
Krueger Metal Products Co., 1056 W. Mason St., Green Bay, Wis.
Krylon, Inc., 2038 Washington Ave., Philadelphia 46, Pa.
Kundtz, Theodor, Co., 1420 W. 25th St., Cleveland, Ohio

KUNTZENDORF, C., & CO., 436 S. Wabash Ave., Chicago 5, Ill.
(See advertisement on page 64)

Kunz, John B., Co., Huntingdon, Pa.
Kurtz Bros., Fourth and Reed Sts., Clearfield, Pa.
Kutch, Walter E., Co., 18229 W. McNichols Rd., Detroit 19, Mich.

L

Labelon Tape Co., 450 Atlantic Ave., Rochester 9, N. Y.
Lackawanna Leather Co., 850 Grand Ave., Hackettstown, N. J.
Lafayette Co., Inc., 120 Greenwich St., New York 6, N. Y.
Leh Stencil Co., Kiester, Minn.
Laird & Lee, Inc., 560 W. Lake St., Chicago, Ill.
Lake Mfg. Co., 2323 Chestnut St., Oakland, Calif.
Lake Specialty Co., 616 W. Adams St., Chicago 6, Ill.
Lakeside Central Co., 333 S. Desplaines St., Chicago 6, Ill.
Lambooy Label & Wrapper Co., 2129 Portage St., Kalamazoo, Mich.
Landa Leather Products Co., 113 S. Jefferson St., Chicago 6, Ill.
Landers, Frary & Clark, 100 Center St., New Britain, Conn.
Lansdale Products Corp., P. O. Box 568, Lansdale, Pa.

LA SALLE PRODUCTS CO., 2216 N. Clybourn Ave., Chicago 14, Ill.
(See advertisement on page 29)

LASSCO PRODUCTS, INC., 485 Hague St., Rochester 6, N. Y.
(See advertisement on page 234)

Latavia Furniture Mfg. Co., Sledge, Miss.
Lathem Time Recorder Co., 76 Third St., N.W., Atlanta, Ga.
Lau Blower Co., 2007 Home Ave., Dayton, Ohio
Laughlin Mfg. Co., Inc., 5157 S. Halsted St., Chicago 9, Ill.
Laun, A. A., Furniture Co., Kiel, Wis.
Laurel Co., 129 Grand St., Garfield, N. J.
Lavelle Rubber Co., 424 N. Wood St., Chicago, Ill.
Lawrence, A. C., Leather Co., Peabody, Mass.
Lawson, F. H., Co., 850 Evans St., Cincinnati 4, Ohio
Lawsonia Mfg. Co., Inc., 1106 Spring Garden St., Philadelphia 23, Pa.
Layton Mfg. Co., 1229 Arch St., Philadelphia 7, Pa.
La-Z-Boy Chair Co., Monroe, Mich.
Le Febure Corp., 716 Oakland Road, N.E., Cedar Rapids, Iowa
Le Page's, Inc., 602 Essex Ave., Gloucester, Mass.
Le Roy, Inc., Union City, N. J.
Leader Cards, Inc., 933 S. 5th St., Milwaukee, Wis.

LEATHERCRAFT, INC., 2320 S. Western Ave., Chicago 8, Ill.
(See advertisement on page 50)

Lee & Henry Mfg. Co., 441 Minna St., San Francisco 3, Calif.
Lee Hardware Co., Salina, Kans.
Lee, L. O'D., 90 Wall St., New York 5, N. Y.
Lee Paper Co., Vicksburg, Mich.
Lee Products Co., 2736 Lyndale Ave., S., Minneapolis 8, Minn.
Lee-Bert, Inc., 900 Lapeer Ave., Saginaw, Mich.
Leedall Products Mfg. Co., Milltown 1, N. J.
Leeds Cash Register Mfg. Co., 300 E. Eighth St., Kansas City 6, Mo.
Lees Mfg. Co., Westport, Conn.
Lefax, Ninth & Sansom Sts., Philadelphia 7, Pa.
Lehigh Desk Co., Inc., 106 Duane St., New York 7, N. Y.
Lehigh Furniture Corp., 16 E. 53rd St., New York 22, N. Y.
Lehmann Printing & Lithographing Co., 300 2nd St., San Francisco, Calif.
Lennox Metal Mfg. Co., Inc., 63-02 59th Ave., Maspeth, L. I., N. Y.

LEONARD, CHARLES, INC., 58-04 64th St., Maspeth 78, N. Y.
(See advertisement on page 208)

Leonard, G. R., & Co., 123 N. Wacker Dr., Chicago 6, Ill.
Leopold Co., Burlington, Iowa
Levelor Sales Corp., 60 Bonner St., Stamford, Conn.
Levison & Blythe Mfg. Co., 612 N. Second St., St. Louis 2, Mo.
Lew Mfg. Co., 217 Huntington Ave., Providence 9, R.I.
Lewis, J. P., Co., Beaver Falls, N. Y.
Lewyt Corp., 60 Broadway, Brooklyn 11, N. Y.
Lexington Leather Goods Co., 12 S. Jefferson St., Chicago 6, Ill.
Lexington Metal Products, Inc., 565 Park Ave., Brooklyn 5, N. Y.
Liberty Typewriters, Exch. Machine Div., Smith-Corona Inc., 99 Hudson St., New York, N. Y.
Liebman, A. L., & Son, Inc., 2046 McDonald Ave., Brooklyn, N. Y.
Lifetimer Hoop-Type Window Clock Co., Box 113, Haddam, Conn.
Lifton Mfg. Corp., 18 W. 18th St., New York 11, N.Y.
Lightning Adding Machine Sales Co., 234 W. 37th Place, Los Angeles 7, Calif.
Lightolier, Inc., 11 E. 36th St., New York, N. Y.

LIGNUM-VITAE PRODUCTS CORP., 100A Boyd Ave., Jersey City, N. J.
(See advertisement on page 188)

Lily-Tulip Cup Corp., 122 E. 42nd St., New York 17, N. Y.
Lincoln Lighting Products, Inc., 311 N. Desplaines St., Chicago 6, Ill.
Lindley Box & Paper Co., Marion, Ind.
Link Paper Co., 220 Broadway, New York 7, N. Y.
Lino Food, P. O. Box 96, Grand Rapids, Mich.
Linton Pencil Co., Lewisburg, Tenn.
Lipic, Jos., Pen Co., 2200 Gravois St., St. Louis, Mo.

LIPTON MFG. CO., Inc., 52 W. Houston St., New York 12, N. Y.
(See advertisement on page 124)

LISTO PENCIL CORP., 1925 Union St., Alameda, Calif.
(See advertisement on page 228)

LIT-NING PRODUCTS CO., P. O. Box 3370, Fresno, Calif.
(See advertisement on page 195)

Little, A. P., Inc., 100 S. Fitzhugh St., Rochester 8, N. Y.
Lix Distributing Co., 120 S. Main St., Independence, Mo.
Lloyd Mfg. Co., Menominee, Mich.
Loeblein of Kent, Inc., Kent, Ohio
Loewenbach, B., & Sons Co., 733 N. Van Buren St., Milwaukee, Wis.
Logan Drinking Cup Div., United States Envelope Co., Worcester, Mass.
Logan Pottery Co., Logan, Ohio
Lonergan Mfg. Co., Albion, Mich.
Lonson Mfg. Co., 300 E. Fourth St., St. Paul, Minn.
Loomis & Co., 145 High St., Boston 10, Mass.
Loose Leaf Devices Co., Inc., 1724 N. 13th St., St. Louis 6, Mo.
Loose Leaf House, 156 W. 31st St., Los Angeles, Calif.
Loose Leaf Metals Co., 6816 Arsenal St., St. Louis, Mo.
Loumac Supply Mfg. Corp., 327 E. 103rd St., New York 29, N. Y.
Lowell Specialties Co., 174 Merrimack St., Haverhill, Mass.
Loy's Chinese Abacus Agency, 1317 Rhode Island Ave., N.E., Washington 18, D. C.
Lucas Mfg. Co., 4156 N. Lowell St., Chicago 41, Ill.
Lumirol Co., 45 W. 25th St., New York 10, N. Y.
Lundstrom, C. J., Mfg. Co., Little Falls, N. Y.

LUNDSTROM LABORATORIES, INC., Herkimer, N. Y.
(See advertisement on page 90)

Lutz & Sheinkman, Inc., 421 Hudson St., New York, N. Y.
Lux Clock Mfg. Co., Inc., Waterbury 20, Conn.
Lux Pen Co., White Bear, Minn.
Luxem, James P., Co., 3345 N. Lincoln St., Franklin Park, Ill.
Luxo Lamp Corp., Tuckahoe, N. Y.
Luxer Leathercraft Corp., 29 W. 34th St., New York 1, N. Y.
Lynch-Jamentz Co., 2311 Riverside Dr., Los Angeles 39, Calif.

LYON METAL PRODUCTS, INC., 23 Madison Ave., Aurora, Ill.
(See advertisements on pages 55, 159, 207, 256)

M

M.J.S. FURNITURE DISTRIBUTORS, INC., 85 Duane St., New York 7, N. Y.
(See advertisement on page 270)

M & M Industries, P. O. Box 91, South Milwaukee, Wis.
M. & N. Fluorescent Co., 6250 N. Artesian St., Chicago 45, Ill.
MacKenzie, Arnold, Inc., 3131 Overlook Dr., Minneapolis 20, Minn.
Mackwin Co., Winona, Minn.

MAC-MIETH CO., INC., 666 Herbert St., Port Orange, Fla.
(See advertisement on page 234)

Maendler Brush Mfg. Co., Inc., 138 E. Ninth St., St. Paul 1, Minn.
Maggie Magnetic, Inc., 40 E. 32nd St., New York 16, N. Y.
Magic Binding Post Co., 3049 E. Grand Blvd., Detroit 2, Mich.
Magnedisk, Inc., 1131 Bryn Mawr Ave., Chicago 40, Ill.
Magnetic Recording Industries, 11 E. 16th St., New York 3, N. Y.
Magnus Chemical Co., Inc., Garwood, N. J.
Mailers Equipment Co., 40 W. 15th St., New York 11, N. Y.
Majestic Loose Leaf, Inc., 19-29 Rockwell Place, Brooklyn 17, N. Y.
Majestic Staple Co., 1100 Myrtle Ave., Brooklyn 6, N. Y.
Majestic Stationery Co., 260 N. 3rd St., Philadelphia, Pa.
Majestic Wood Carving Co., 1740 N. Maplewood Ave., Chicago, Ill.
Major Leather Goods Mfg. Co., 609 W. Lake St., Chicago, Ill.
Major Services, 3510 W. Palmer St., Chicago 47, Ill.
Mandel, A., & Co., Inc., 37 E. 12th St., New York 3, N. Y.
Manifold Supplies Co., 19 Rector St., New York 6, N. Y.
Manitowoc Church Furniture Co., Inc., Waukesha, Wis.
Manning, Bowman & Co., Fostoria, Ohio
Maple City Stamping Co., 708 Park Ave., Peoria, Ill.
Maple Leaf Mfg. Co., Inc., 350 Fifth Ave., New York 1, N. Y.

MARBLE, B. L., CHAIR COMPANY, Bedford, Ohio
(See advertisement on page 74)

Marchant Calculators, Inc., 1475 Powell St., Oakland 8, Calif.
Marginator Co., 1434 Broadway, Burbank, Calif.
Mario Mfg. Co., Inc., 11 E. 26th St., New York, N. Y.
Marion Electrical Instrument Co., Manchester, N. H.
Mark King Corp., 50 The Arcade, Cleveland 14, Ohio
Markal Co., 3052 W. Carroll St., Chicago 12, Ill.
Market Services, Inc., 431 S. Dearborn St., Chicago 5, Ill.
Markilo, 902 S. Wabash Ave., Chicago 5, Ill.
Marks Mfg. Co., 700 N. Carpenter St., Chicago 22, Ill.

MARKWELL MFG. CO., INC., 200 Hudson St., New York 13, N. Y.
(See advertisement on page 265)

Maroth-Kennedy Corp., 2 Oak Ridge St., Greenwich, Conn.
Marr Duplicator Co., Inc., 53 Park Place, New York 7, N. Y.

MARSH STENCIL MACHINE CO., 707 E. "B" St., Belleville, Ill.
(See advertisement on page 52)

Marshallan Mfg. Co., 1061 W. 11th St., Cleveland, Ohio

Martell, A. E., Co., Keene, N. H.
Martens Type Cleaner Co., Diamond Point 2, N. Y.
Marval Mfg. Co., 1014 W. Burbank Blvd., Burbank, Calif.
Marvel Metal Products Co., 3843 W. 43rd St., Chicago 32, Ill.
Marvel Window Cleaner, Inc., 3559 E. 71st St., Cleveland, Ohio
Marvin Envelope & Paper Co., 2040 W. North Ave., Chicago 47, Ill.
Marwol Products Co., 7048 N. Clark St., Chicago 26, Ill.
Masland Duraleather Co., Amber and Willard Sts., Philadelphia 34, Pa.
Maso Steel Products, 53 W. Jackson Blvd., Chicago 4, Ill.
Mason Box Co., Attleboro Falls, Mass.

MASON STATIONERY PRODUCTS, INC., 112 Bleecker St., New York 12, N. Y.
(See advertisement on page 94)

Massillon Wire Basket Co., P. O. Box 516, Massillon, Ohio

MASTER ADDRESSER CO., 6500 W. Lake St., Minneapolis 16, Minn.
(See advertisement on page 133)

MASTER MFG. CO., 1676 E. 28th St., Lorain, Ohio
(See advertisement on page 66)

MASTER METAL PRODUCTS, INC., Box 95 (OABI), Buffalo 5, N. Y.
(See advertisement on page 49)

Master Products Mfg. Co., 3480 E. 14th St., Los Angeles 23, Calif.
Master-Craft Corp., 831 Cobb Ave., Kalamazoo 52F, Mich.
Masterpiece Studios, Troy at 21st St., Chicago, Ill.
Mathews Co., 1221 Beaufait Ave., Detroit 7, Mich.
Matthews, James H., & Co., 3942 Forbes St., Pittsburgh 13, Pa.

MAY, J. L., CO., INC., 109 W. 19th St., New York 11, N. Y.
(See advertisement on page 276)

Maybeck, H. G., Co., Inc., 131-19 Jamaica Ave., Richmond Hill 18, N. Y.
Mayer, A. G., Inc., 203 E. 18th St., New York 3, N. Y.

MAYER MFG. CO., 3132 W. 51st St., Chicago 32, Ill.
(See advertisement on page 212)

MAYFAIR CO., 315 N. Desplaines St., Chicago 6, Ill.
(See advertisement on page 164)

Mayfair Industries, Inc., 9 E. 59th St., New York, N. Y.
Mayhal Photocopy Corp. of America, 24 Stone St., New York, N. Y.

MAYLINE CO., INC., 615 N. Commerce St., Sheboygan, Wis.
(See advertisement on page 125)

McBee Co., Athens, Ohio
McCaskey Register Division, Victor Adding Machine Co., 3900 N. Rockwell St., Chicago 18, Ill.
McClurg, A. C., & Co., 333 E. Ontario St., Chicago 11, Ill.

McDONALD PRODUCTS CORP., Duk-It Building, Buffalo 10, N. Y.
(See advertisement on page 29)

McGill Metal Products Co., Marengo, Ill.

McILRATH, ROY E., 8849 S. Laflin St., Chicago 20, Ill.
(See advertisement on page 206)

McKay, David, Co., Inc., 55 Fifth Ave., New York 3, N. Y.
McKay, W. D., 2731 N. Pulaski Rd., Chicago, Ill.
McKeever Press, 14 Third Ave., S.E., Aberdeen, S. D.
McKenna & Phelps, Inc., 207 E. 12th St., New York 3, N. Y.

McLENNON PEN CO., 220 S. State St., Chicago 4, Ill.
(See advertisement on page 182)

McMahan Bros. Desk Co., 2220 S. Hoover St., Los Angeles 7, Calif.
McMillan Book Co., 701 E. Genesee St., Syracuse 1, N. Y.
Mead Sales Co., Inc., 230 Park Ave., New York 17, N. Y.
Mease, W. D., Co., P. O. Box 281, Hayward, Calif.

Medart, Fred, Products, Inc., 3535 De Kalb St., St. Louis 18, Mo.
Meeker Co., Joplin, Mo.
Meier Electric & Machine Co., 3505 E. Washington St., Indianapolis 7, Ind.

MEIER, JOSHUA, CO., INC., 153 W. 23rd St., New York 11, N. Y.
(See advertisement on page 36)

Meilicke Systems, Inc., 3458 N. Clark St., Chicago 13, Ill.

MEILINK STEEL SAFE CO., Toledo 6, Ohio
(See advertisement on page 247)

Meldrum Mfg. Co., 473 N. Cleveland Ave., N., St. Paul 4, Minn.
Melind, Louis, Co., 3524 N. Clark St., Chicago 13, Ill.
Melton Publishing Co., P. O. Box 4685, Kansas City 3, Mo.
Mendes, J. Curry, Corp., 1 Curry Ave., Canton, Mass.
Merchants Box Co., Dallastown, Pa.
Merchants Industries, Inc., Bellefontaine, Ohio
Mergott, J. E., Co., 316 Jeliff Ave., Newark, N. J.

MERRIAM, G. & C., CO., 47 Federal St., Springfield 2, Mass.
(See advertisement on page 124)

Merriam Mfg. Co., Durham, Conn.
Messenger Corp., Auburn, Ind.
Metal Products Engineering, Inc., 4000 Long Beach Ave., Los Angeles 58, Calif.
Metal Radiator Cabinet Co., Inc., 6316 S. Wentworth Ave., Chicago, Ill.
Metal Specialties, Inc., 2302 Bloyd Ave., Indianapolis, Ind.

METAL SPECIALTIES MFG. CO., 1975 N. Cornell Ave., Melrose Park, Ill.
(See advertisement on page 264)

METALCRAFT, INC., 1619 S. Federal Ave., Mason City, Iowa
(See advertisement on page 214)

Metallic Arts of New England, Inc., 150 Broadway, Cambridge, Mass.
Metalstand Co., 7516 State Rd., Philadelphia 36, Pa.
Metropolitan Cutlery Co., 33 W. 34th St., New York, N. Y.
Metropolitan Mirror & Glass Co., Inc., Fulton Lane & E. Seventh St., Mt. Vernon, N. Y.
Meyer & Wenthe, Inc., 30 S. Jefferson St., Chicago 6, Ill.
Meyercord Co., 5323 W. Lake St., Chicago 44, Ill.
Meyers, Fred L., Mfg. Co., 1174 Hooven Ave., Hamilton, Ohio
Meylan Stopwatch Corp., 264 W. 40th St., New York 18, N. Y.
Miami Systems Corp., Robertson at 34th Ave., Cincinnati 9, Ohio
Michael Electric Co., Inc., P. O. Box 141, New Haven, Conn.
Michaels Art Bronze Co., Inc., Covington, Ky.
Michelman, E. B., 412 Sixth Ave., New York 11, N. Y.
Michigan Paper Co., Plainwell, Mich.
Michigan Tag Co., 1600 Monroe Ave., N.W., Grand Rapids 2, Mich.
Micro Record Corp., 487 South Ave., Beacon, N. Y.
Middleditch, L., Co., 225 Varick St., New York 14, N. Y.
Midget Card Co., 3920 Broadway, New York, N. Y.
Midland Manufacturing, Inc., 1100 S. McComas, Wichita 12, Kansas
Mid-States Gummed Paper Co., 2515 S. Damen Ave., Chicago 8, Ill.

MIDWEST FOLDING PRODUCTS, Roselle, Ill.
(See advertisement on page 273)

Midwest Metal Mfg. Co., 1818 N. 18th St., St. Louis 6, Mo.
Midwest Naturalite Co., 228 W. Kinzie St., Chicago 10, Ill.
Milbradt Mfg. Co., 2400 N. Tenth St., St. Louis, Mo.
Miles, E. E., Co., South Lancaster, Mass.
Miles Reproducer Co., Inc., 812 Broadway, New York 3, N. Y.
Millar, Geo. W., & Co., Inc., 284 Lafayette St., New York 12, N. Y.
Miller-Bryant-Pierce, Aurora, Ill.
Miller Co., 200 Center St., Meriden, Conn.
Miller, C. H., Co., 7240 St. Paul Ave., Detroit 14, Mich.
Miller, Herman, Furniture Co., Zeeland, Mich.
Miller, Howard, Clock Co., Zeeland, Mich.
Miller Products Co., Inc., 29 Warren St., New York 7, N. Y.
Millers Falls Paper Co., Millers Falls, Mass.
Mill-Green Publishing Co., 370 Seventh Ave., New York 1, N. Y.
Mills Co., The, 975 Wayside Road, Cleveland 10, Ohio
Mills Envelope Co., 2403 N. Oakley Blvd., Chicago, Ill.
Milprint, Inc., 4200 N. Holton St., Milwaukee, Wis.
Miltier Lighting Products, Inc., 256 Fulton St., Brooklyn, N. Y.
Milwaukee Chair Co., 3022 W. Center St., Milwaukee 45, Wis.
Milwaukee Dustless Brush Co., 530 N. 22nd St., Milwaukee, Wis.

Milwaukee Label & Seal Co., 261 E. Erie St., Milwaukee 2, Wis.
Milwaukee Lace Paper Co., 1306 E. Meinecke Ave., Milwaukee 12, Wis.
Milwaukee Metal Furniture Co., 101 N. Campbell Ave., Chicago 12, Ill.
Mimeo Mfg. Co., 401 Broadway, New York 13, N. Y.
Mim-E-O Stencil Files Co., 1219 W. Chestnut St., Chicago 22, Ill.
Mimeograph Supply Co., 1240 S. Olive St., Los Angeles 15, Calif.
Minnesota Mining & Mfg. Co., 900 Fauquier Ave., St. Paul 6, Minn.
Missouri Brush & Crayon Co., 2726 Brentwood Blvd., St. Louis, Mo.
Mitchell Mfg. Co., 2525 N. Clybourn Ave., Chicago 14, Ill.
Mittag & Volger, Inc., Park Ridge, N. J.
Mitts & Merrill, 67 McCoskey St., Saginaw, Mich.
Modern Account System Co., Box 347, Auburn, Ind.
Modern Desk Pad Mfg. Co., 420 N. Clark St., Chicago, Ill.
Modern Pen Mfg. Co., Inc., 395 Broadway, New York, N. Y.

MODERN STEELCRAFT INC., 230 5th Ave., New York 1, N. Y.
(See advertisement on page 169)

Modern Venetian Blinds, Inc., 261 Fifth Ave., New York 16, N. Y.
Modernize, Inc., 666 N. Lake Shore Drive, Chicago 11, Ill.
Mohawk Business Machines Corp., 944 Halsey St., Brooklyn 33, N. Y.

MOHAWK TABLET CO., 1703 East End Ave., Chicago Heights, Ill.
(See advertisements on pages 215, 216, 217, 220, 221, 244)

Mohler, A., Onamia, Minn.
Molded Rubber Co., Main & Rector Sts., Philadelphia 27, Pa.
Monarch Furniture Co., Inc., P. O. Box 549, High Point, N. C.
Monarch Marking System Co., 216 S. Torrence St., Dayton 3, Ohio
Monarch Metal Products, Inc., 724 S. Columbus Ave., Mount Vernon, N. Y.
Monarch Pencil Co., 123 Mercer St., New York 12, N. Y.

MONET CO., 43 South Ave., Fanwood, N. J.
(See advertisement on page 26)

Mongol Chemical Co., West Nyack, N. Y.
Monochrome Pen Co., 7 W. Madison St., Chicago 3, Ill.
Monogram of California, 2500 18th St., San Francisco 10, Calif.
Monroe Calculating Machine Company, Inc., 555 Mitchell St., Orange, N. J.
Monroe Upholstery Shops, Inc., 400 W. 14th St., New York 14, N. Y.
Montag Bros., Inc., 245 N. Highland Ave., Atlanta, Ga.
Moore Business Forms, Inc., Niagara Falls, N. Y.
Moore Business Forms, Inc., Rediform Division, 2233 University Ave., St. Paul 4, Minn.
Moore, John C., Corp., 67 Stone St., Rochester, N. Y.
Moore Pen Co., 63 Franklin St., Boston, Mass.
Moore, P. O., Inc., 300 Fourth Ave., New York 10, N. Y.
Moore Push-Pin Co., 113 Berkley St., Philadelphia 44, Pa.
Morgan Co., 3984 Avondale Ave., Chicago 41, Ill.
Morilla Co., Inc., 328 E. 23rd St., New York 10, N. Y.
Morris, Bert M., Co., 8651 W. Third St., Los Angeles 48, Calif.
Morris, Owen, & Co., 1265 Broadway, New York, N. Y.
Morrison Fountain Pen Co., 79 Fifth Ave., New York, N. Y.
Morse, Ralph, Furniture Co., Transportation Bldg., Grand Rapids, Mich.

MORVAL CORP., Herkimer, N. Y.
(See advertisements on pages 97, 98, 99, 100)

MOSLER SAFE CO., Hamilton, Ohio
(See advertisement on page 249)

Moss Atlas Corp., 244 Herkimer St., Brooklyn 16, N. Y.
Motorola, Inc., 4545 W. Augusta Blvd., Chicago, Ill.
Mounties, Inc., 251 Causeway St., Boston, Mass.
Mullins Mfg. Corp., Salem, Ohio
Multiplex Display Fixture Co., 910 N. Tenth St., St. Louis 1, Mo.
Multistamp Co., Inc., 527 W. 21st St., Norfolk, Va.
Munising Paper Co., Merchandise Mart, Chicago 54, Ill.
Munroe Paper Corp., Lawrence, Mass.
Munson Supply Co., 57 Toler Place, Newark 5, N. J.

MURPHY-MILLER, INC., Owensboro, Ky.
(See advertisement on page 79)

Murphy, P. S., & Co., Inc., 516 Fifth Ave., New York 36, N. Y.
Murphy, Thos. D., Co., Red Oak, Iowa

Murray Engraving Co., 6152 S. Wabash Ave., Chicago, Ill.

MUTSCHLER BROS. CO., Nappanee, Ind.
(See advertisement on page 271)

Musgrave Pencil Co., Shelbyville, Tenn.
Mutual Brief Case Co., Inc., 133 Kossuth St., Newark, N. J.
Mutual Paper Co., Inc., 202 Coffey St., Brooklyn, N. Y.
Mutual Publishers, 21 Howard St., New York, N. Y.
Mutual Stationers Supply Corp., 268 4th Ave., New York 10, N. Y.
Myers, Fred L., Co., Inc., Lewes, Del.
Myrtle Desk Co., High Point, N. C.
Mystik Adhesive Products, 2635 N. Kildare Ave., Chicago 39, Ill.

N

Name-On Stationery & Greeting Card Co., 1708 Payne Ave., Cleveland 14, O.

NARVA PRODUCTS, INC., 70 E. 45th St., New York 17, N. Y.
(See advertisements on pages 203, 256)

Nascon Products Division, Eaton Paper Corp., Pittsfield, Mass.
Nashua Package Sealing Div., Nashua Corp., Nashua, N. H.
Nassau Sponge Co., 124 W. Kinzie St., Chicago 10, Ill.
Nathan's, 546 Broadway, New York 12, N. Y.
National Address Plate Co., 4615 W. Huron St., Chicago 44, Ill.
National Blank Book Co., Holyoke, Mass.
National Brass Co., 1601 Madison St., S.E., Grand Rapids, Mich.
National Brief Case Mfg. Co., Inc., 512 S. Peoria St., Chicago 7, Ill.
National Bundle Tyer Co., Blissfield, Mich.
National Business Systems Co., 8430 Grand River, Detroit 4, Mich.
National Cabinet Co., 21-24 44th Ave., Long Island City 1, N. Y.
National Carbon Coated Paper Co., Sturgis, Mich.
National Card, Mat & Board Co., 4318 W. Carroll Ave., Chicago 24, Ill.
National Cash Register Co., Dayton 9, Ohio
National Chair Co., Inc., Valley Rd., Clark Township, N. J.
National Crayon Co., Easton, Pa.
National Decalcomania Corp., 236-252 N. 60th St., Philadelphia 39, Pa.
National Desk Co., Herkimer, N. Y.
National Engraving Co., 807 S. 20th St., Birmingham, Ala.
National Fiberstok Envelope Co., Allegheny Ave. at Second St., Philadelphia 33, Pa.
National Floor Products Co., 105 Forrest Avenue Building, Atlanta 3, Ga.
National Furniture Mfg. Co., Inc., 1501 Keller St., Evansville, Ind.
National Inter-Communicating Systems, Inc., 1130 Milwaukee Ave., Chicago, Ill.
National Litho Forms Co., 18423 Euclid Ave., Cleveland 12, Ohio

NATIONAL LOCK CO., 1902 Seventh St., Rockford, Ill.
(See advertisement on page 193)

National Manifolding Co., 442 E. Second St., Dayton 2, Ohio

NATIONAL PASS BOOK & SUPPLY CO., Ontario Bldg., Cleveland 13, Ohio
(See advertisement on page 47)

National Pencil Co., Shelbyville, Tenn.
National Plastic Products Co., Odenton, Md.

NATIONAL RULE CO., 49 Andrews St., Rochester 14, N. Y.
(See advertisement on page 246)

National School Equipment Co., Port Washington, Wis.
National School Slate Co., Slatington, Pa.
National Tag & Label Corp., 24 Bridge St., Watertown 72, Mass.
National Transparent Plastics Co., Indian Orchard, Springfield, Mass.

NATIONAL VULCANIZED FIBRE CO., P. O. Box 311, Wilmington 99, Del.
(See advertisement on page 287)

Nationwide Office Supply Co., 163 Pacific St., Brooklyn, N. Y.
Nebraska Salesbook Co., 21st & "Y" Sts., Lincoln 1, Nebr.
Neenah Paper Co., Neenah, Wis.
Neidich Process Div., Burlington, N. J.
Neiman Loose Leaf & Bindery Co., 1717 S. Halsted St., Chicago 8, Ill.

NEIMAN STEEL EQUIPMENT CO., INC., Balfour and Venango Sts., Philadelphia 34, Pa.
(See advertisement on page 256)

Nekoosa-Edwards Paper Co., Inc., Port Edwards, Wis.
Nelson, Thomas, & Sons, 19 E. 47th St., New York, N. Y.
Nelson Vertical Paper Cutter Co., Inc., 424 W. 22nd St., Norfolk, Va.
Nelson-Eismann Co., 122 S. Michigan Ave., Chicago, Ill.
Nelsonite Chemical Products, Inc., 900 Monroe Ave., N.W., Grand Rapids 2, Mich.
Neoline Inc., 4407 San Fernando Road, Glendale 4, Calif.
Neostyle, Inc., 208 S. La Salle St., Chicago, Ill.
Nettle Mfg. Co., 27 Huntington Ave., Boston 16, Mass.
Neubauer Mfg. Co., 2013 Central Ave., N.E., Minneapolis 18, Minn.
Neva-Clog Products, Inc., 506 Logan St., Bridgeport 1, Conn.
Neverknot Co., 4525 N. Ravenswood Ave., Chicago 40, Ill.
New Castle Products, New Castle, Ind.
New Diamond Point Pen Co., 236 Fifth Ave., New York 1, N. Y.

NEW ENGLAND PAPER PUNCH CO., 89 Washington Ave., Natick, Mass.
(See advertisement on page 234)

New England Stationery Co., 33 Brookline Ave., Boston 15, Mass.
New Era Optical Co., 17 N. Wabash Ave., Chicago, Ill.
New Hermes Engraving Machine Corp., 13 University Place, New York, N. Y.
New Rexbilt Leather Goods Corp., 151 W. 26th St., New York 1, N. Y.
New York Graphic Society, 10 W. 33rd St., New York, N. Y.
New York Silicate Book Slate Co., Inc., 541 Lexington Ave., New York, N. Y.
New York Stencil Works, 221 Fulton St., New York, N. Y.
New York Twine Corp., 110 Murray St., New York, N.Y.
Newco Products, Newcomerstown, Ohio
Newman Bros., Inc., 660 W. Fourth St., Cincinnati 3, Ohio
Newport News Forms Co., Inc., Newport News, Va.
Niagara Duplicator Co., Concord, Calif.
Niagara Mfg. & Distributing Co., Inc., Adamsville, Pa.
Nichols Products Co., Moorestown, N. J.
Nichols, H. W., Salesbook Co., 229 Race St., Cincinnati 2, Ohio
Nielson Supply Co., 32 N. State St., Chicago, Ill.

NIEMANN, INC., 469 E. Ohio St., Chicago 11, Ill.
(See advertisement on page 184)

Nilsson Sales Co., 602 Park Ave. Bldg., Detroit 26, Mich.
Nobema Products Corp., 141 Greene St., New York, N. Y.
Noble & Westbrook Mfg. Co., 19 Westbrook St., East Hartford 8, Conn.
Noesting Pin Ticket Co., Inc., 728 E. 136th St., New York 54, N. Y.
Noka Mfg. Co., 147 Bloomfield Ave., Bloomfield, N. J.
No-Mek Pen Products, 1904 W. Monterey St., Chicago Ill.
Non-Stop Pen & Pencil Co., 16 E. 23rd St., New York 10, N. Y.
Norcor Mfg. Co., Inc., Green Bay, Wis.
Norcross, Inc., 244 Madison Ave., New York 16, N. Y.
Norfield Methods & Procedures, Inc., P. O. Box 1012, Oak Park, Ill.
Noris Instruments, Ltd., 105 E. 29th St., New York 16, N. Y.
Norma Pencil Corp., 137 W. 14th St., New York 11, N. Y.
Norquist Products, Inc., Jamestown, N. Y.
Norta Distributing Co., 1165 Broadway, New York 1, N. Y.
Northeast Mills Paper Co., 501 Fifth Ave., New York 17, N. Y.
Northeastern Plastics, Inc., 215 "A" St., Boston, Mass.
Northern Paper Mills, Green Bay, Wis.

NORTHERN STATES ENVELOPE CO., 300 E. Fourth St., St. Paul 1, Minn.
(See advertisement on page 138)

Northfield Specialties Co., Northfield, Minn.
Northmore's, 4604 W. Armitage Ave., Chicago, Ill.
Northwest Leather Goods Co., 311 N. Desplaines St., Chicago 6, Ill.
Northwest Metal Products Co., 1337 E. Mason St., Green Bay, Wis.
Northwestern Clock Co., 703 S. 16th St., Omaha 2, Nebr.
Nosco Plastics, Inc., 1701 Caskell Ave., Erie, Pa.
Novel Novelties, Inc., 42-14 Greenpoint Ave., Long Island City 5, N. Y.
Nucraft Furniture Co., 1615 Eastern Ave., S.E., Grand Rapids, Mich.

NU-CRAFT PRODUCTS CO., 321-327 Clarkson Ave., Brooklyn 26, N. Y.
(See advertisement on page 83)

Nu-Style Album and Binder Co., P. O. Box 65, Des Moines, Iowa
Nu-Tone, Inc., 228 N. LaSalle St., Chicago, Ill.
Nutting Truck & Caster Co., Faribault, Minn.
Nye, William F., Inc., P. O. Box 927, New Bedford, Mass.
Nystrom, A. J., & Co., 3333 N. Elston Ave., Chicago 18, Ill.

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O T A Business Machines Division, Oerlikon Tool & Arms Corp. of America, P. O. Box 3049, Ashville, N. C.
Oakite Products, Inc., 19 Rector St., New York, N. Y.
Oakville Co., Div. Scovill Mfg. Co., Waterbury 20, Conn.
Odman Corp., 823 W. Blackhawk St., Chicago, Ill.

OFFICE ACCESSORIES CORP., 9157 Las Tunas Dr., Temple City, Calif.
(See advertisement on page 92)

Office Equipment Corp., 298 Broadway, New York, N. Y.
Office Equipment Mfg. Company, Inc., 2208 Summer St., Dallas, Tex.
Office Expeditors, Inc., 615 Lucas Ave., Los Angeles 17, Calif.
Office Furniture Wholesale Distributors, 74 Broad St., New York 4, N. Y.

OFFICE PRODUCTS, INC., 9920 Freeland Ave., Detroit 27, Mich.
(See advertisement on page 210)

Office Shears Co., 53 W. Jackson Blvd., Chicago 4, Ill.
Ohio Chair Co., Inc., 408 N. Meridian Road, Youngstown, Ohio
Ohio Match Co., Wadsworth, Ohio
Ohio Thermometer Co., 33 Walnut St., Springfield, Ohio
Old Dutch Line, 415 St. Mary St., Burlington, N. J.
Old Town Corporation, 345 Madison Ave., New York 17, N. Y.
Olivetti Corp. of America, 580 Fifth Ave., New York 36, N. Y.
Olsen Mark Corp., 128 White St., New York 13, N. Y.
Olson Rug Co., 2800 N. Pulaski Rd., Chicago, Ill.
Orco Cameras, Inc., 112 Liberty St., New York 6, N. Y.
Originals Co., 17 W. 44th St., New York 18, N. Y.

ORNA-METAL, INC., 2412 S. Seventh St., St. Louis 4, Mo.
(See advertisement on page 96)

Orthwine, Rudolf, Corp., 416 W. 33rd St., New York 1, N. Y.
Osborn Mfg. Co., The, 5401 Hamilton Ave., Cleveland 14, Ohio
Osborn Paper Co., Marion, Ind.

OSCO STATIONERY CO., 17 Bleecker St., New York 12, N. Y.
(See advertisement on page 37)

Oshkosh Trunks & Luggage, Oshkosh, Wis.
Otis Steel Products Corp., Ellicottville, N. Y.
Outlook Envelope Co., 1001 W. Washington Blvd., Chicago 7, Ill.

OXFORD FILING SUPPLY CO., INC., Clinton Rd., Garden City, N. Y., and 125 S. Eighth St., St. Louis 2, Mo.
(See advertisements on pages 163, 170, 194)

Oxford University Press, 114 5th Ave., New York, N. Y.
Ozalid, A Div. of General Aniline & Film Corp., Johnson City, N. Y.
Ozark Pencil Co., Lewisburg, Tenn.

P Q

P.B.R. Mfg. Co., H & Luzerne Sts., Philadelphia 24, Pa.
P. & H. Sales Corp., 5650 N. Western Ave., Chicago 45, Ill.
Paasche Airbrush Co., 1909 W. Diversey Ave., Chicago 14, Ill.
Pacific Carbon & Ribbon Mfg. Co., 1451 Harrison St., San Francisco 3, Calif.
Package Ad & Sealer Co., 9512 Irving Park Blvd., Schiller Park, Ill.
Packwood, G. H., Mfg. Co., 1545 Tower Grove Ave., St. Louis 10, Mo.
Pagell, Alfred H., Eastondale, Mass.
Pagewriter Pen Co., 30 Lowell Road, Wellesley Hills 82, Mass.
Paillard Products, Inc., 100 Sixth Ave., New York 13, N. Y.
Palm Bros. Decalcomania Co., 3736 Regent Ave., Cincinnati 12, Ohio
Palmer, A. N., Co., The, 55 Fifth Ave., New York 3, N. Y.
Pan American Bronze Co., 4452 Kuglermill Road, Rossmoyne, Ohio

PANDA PENCIL LEAD, INC., 760 Waveland Ave., Chicago 13, Ill.
(See advertisement on page 206)

Panef Mfg. Co., Inc., 102 E. Walnut St., Milwaukee 1, Wis.
Pannier Corp., 207 Sandusky St., Pittsburgh, Pa.
Paper Converters, Inc., 415 S. Oneida St., Appleton, Wis.
Paper Manufacturers Co., 9800 Bustleton Ave., Philadelphia 15, Pa.
Paper Mills Co., Division of Butler Co., 229 W. Monroe St., Chicago 6, Ill.
Paper-Mate Co., Inc., 8790 Hays St., Culver City, Calif.
Pap-R-Products, Martinsville, Ill.
Paramount Line, Inc., 109 Summer St., Providence 1, R. I.
Parisian Novelty Co., 3510 S. Western Ave., Chicago 9, Ill.
Park Chemical Co., 8074 Military Ave., Detroit 4, Mich.
Park Products Co., 111 N. Marion St., Oak Park, Ill.
Park Sherman Co., 2725 S. 11th St., Springfield, Ill.
Parkay, Inc., Highland Park, Louisville 9, Ky.
Parker, Joseph, & Son Co., New Haven, Conn.
Parker Pen Co., Janesville, Wis.
Parker, Stearns & Co., 288 Sheffield Ave., Brooklyn, N. Y.

PARKER STEEL PRODUCTS, INC., 54 N. 11th St., Brooklyn 11, N. Y.
(See advertisement on page 42)

Parkersburg Steel Co., Parkersburg, W. Va.
Parsons Paper Co., Holyoke, Mass.
Parva Products Co., Mt. Carmel, Conn.
Patent Novelty Co., Fulton, Ill.
Paymaster Corp., 754 W. Lexington St., Chicago 7, Ill.
Peabody Seating Company, Inc., North Manchester, Ind.

PEARL ENGRAVING CORP., 36-40 W. 29th St., New York 1, N. Y.
(See advertisement on page 282)

Pearson, G. S., Co., 711 S. Dearborn St., Chicago 5, Ill.
Pease, C. F., Co., 2601 W. Irving Park Road, Chicago 18, Ill.
Peerless-Imperial Co., Inc., 28 Peerless Place, Newark 5, N. J.
Peerless Ink Corp., 258 Broadway, New York 7, N. Y.
Peerless Office Products Corp., 402 E. 70th St., New York 21, N. Y.
Peerless Pen Co., 14 W. 17th St., New York, N. Y.
Peerless Photo Products, Inc., Shoreham, L. I., N. Y.
Peerless Roll Leaf Co., 4511 New York Ave., Union City, N. J.

PEERLESS STEEL EQUIPMENT CO., 6604 Hasbrook Ave., Philadelphia 11, Pa.
(See advertisement on page 113)

Peerless Wire Goods Co., Lafayette, Ind.
Peirce Dictation Systems Corp., 5900 North Northwest Highway, Chicago 31, Ill.
Pekas Duplicator Co., Lesterville, S. D.
Pelouze Mfg. Co., 1218 Chicago Ave., Evanston, Ill.
Pemberton, Lewis N., Printing Co., 1200 W. 8th St., Los Angeles 17, Calif.
Pencraft, Inc., 5 Bromfield St., Boston, Mass.
Pengad Mfg. Co., Bayonne, N. J.
Pen-N-Pencil Co., The, 1 W. 47th St., New York 36, N. Y.
Penn Metal Corp. of Penna, Oregon Ave. and Swanson St., Philadelphia, Pa.
Penn Tape Savers, "D" at Luzerne St., Philadelphia 24, Pa.
Pennsylvania Wire Glass Co., 1600 Market St., Philadelphia, Pa.
Pen-Rite Corp., 744 E. 138th St., New York 54, N. Y.
Pentron Corp., 664 N. Michigan Ave., Chicago, Ill.
Pereles Bros., Inc., 2484 S. 7th St., Milwaukee 7, Wis.

PERFECT RUBBER SEAT CUSHION CO., 6435 Edmund St., Philadelphia 35, Pa.
(See advertisement on page 88)

Perfection Box Co., 615 N. Parkside Ave., Chicago, Ill.
Perfection Legal Blank Co., 108 N. Rockton Ave., Rockford, Ill.
Perma Products Co., 3511 West Fort St., Detroit 16, Mich.
Permacel Tape Corp., New Brunswick, N. J.
Permo, Inc., 6415 N. Ravenswood Ave., Chicago, Ill.
Perrygraf Corp., 1500 Madison St., Maywood, Ill.
Personal Stationery Co., 800 Union St., Brooklyn, N. Y.
Peters, Frank J., & Sons, Inc., Pell Lake, Wis.
Petersburg Trunk & Bag Co., Petersburg, Va.
Pettersen Mfg. Co., 631 N. Milpas St., Santa Barbara, Calif.
Pfening & Snyder, 1075 W. Fifth Ave., Columbus, Ohio
Phillips Process Co., Inc., 192 Mill St., Rochester 14, N. Y.
Phillips Ribbon & Carbon Co., Inc., 61 Halstead St., Rochester 10, N. Y.
Phoenix Caster Co., P. O. Box 68, Hamilton, Ohio
Phonelock Co., 601 S. Vermont St., Los Angeles, Calif.
Phonomatic Office Appliance Co., 159 New Montgomery St., San Francisco 5, Calif.
Photo Materials Co., 334 N. Bell Ave., Chicago 12, Ill.
Photostat Corp., 303 State St., Rochester 4, N. Y.
Pickett & Eckel, Inc., 5 S. Wabash Ave., Chicago 3, Ill.
Pike, E. W., & Co., 490 North Ave., Elizabeth 3, N. J.
Piltzer Qualiton Products, Inc., 2401 S. Main St., Los Angeles 7, Calif.
Pioneer Mfg. Co., 3053 E. 87th St., Cleveland, Ohio
Pioneer Steel Co., 311 W. Avenue 33, Los Angeles, Calif.
Pioneer-Toledo Corp., 1130 Nebraska Ave., Toledo 7, Ohio
Pitney-Bowes, Inc., Stamford, Conn.
Pittsburgh Envelope Co., 7301 Penn Ave., Pittsburgh 8, Pa.
Pittsburgh Plate Glass Co., 420 Fort Duquesne Blvd., Pittsburgh, Pa.
Pittsburgh Salesbook Co., 1207 Muriel St., Pittsburgh, Pa.
Pittsburgh Stamp Co., Inc., 817 S. Canal St., Pittsburgh, Pa.
Plastext Co., 535 E. 137th St., Bronx 54, N. Y.

PLASTIC AD CO., 1 Lowell St., Boston 14, Mass.
(See advertisement on page 255)

Plastic Binding Corp., 732 S. Sherman St., Chicago, Ill.
Plastic Fabricators Co., 440 Sansome St., San Francisco, Calif.
Plastic Fabricators, Inc., 401 Chapel St., New Haven 11, Conn.
Plastic Products Co., 107 N. Martel St., Los Angeles, Calif.
Plastic Service Co., 1725 S. Broadway, Los Angeles 15, Calif.
Plasti-Kote, Inc., 425 Lakeside Ave., N.W., Cleveland 13, Ohio
Plastic-Ware, Inc., 2 Duane St., New York, N. Y.
Pleasantaire Corp., Springfield, Mass.
Plus Computing Machines, Inc., 5 Beekman St., New York 38, N. Y.
Plycraft Corp., Walterboro, S. C.
Plymouth Rubber Co., Inc., Canton, Mass.

POLAR MFG. CO., 325 N. 13th St., Philadelphia 7, Pa.
(See advertisement on page 93)

Polaroid Corp., 730 Main St., Cambridge 39, Mass.
Pollard-Alling Mfg. Co., 220 W. 19th St., New York 11, N. Y.
Polychrome Corp., 2 Ashburton Ave., Yonkers 2, N. Y.
Polycraft, Inc., 243 W. 17th St., New York 11, N. Y.
Pomeroy, I., Co., 26 Nicholson St., Newark 2, N. J.
Port Huron Sulphite & Paper Co., Port Huron, Mich.
Post Electric Co., Inc., Andover, N. J.
Post, Frederick, Co., 3650 N. Avondale Ave., Chicago 18, Ill.
Postage Stamp Machine Co., 33 W. 60th St., New York, N. Y.
Postamatic Co., 1549 Belfield Ave., Philadelphia 41, Pa.
Postindex Co., Div. Art Metal Construction Co., Jamestown, N. Y.

POSTING EQUIPMENT CORP., 1026 Niagara St., Buffalo 13, N. Y.
(See advertisement on page 280)

Post-O-Graf Mfg. Co., 20 Garfield St., Wilkes-Barre, Pa.
Potdevin Machine Co., Teterboro, N. J.
Potomac Products Corp., 1122 19th St., N.W., Washington 6, D. C.
Potter Press, The, 516 South St., Waltham 54, Mass.
Powers Paper Co., 149 Wason Ave., Springfield 7, Mass.
Power-Slide Drawing Board Co., 58 Emmons St., Milford, Mass.
Practical Products, P. O. Box 146, Providence 6, R. I.
Precisa Calculating Machine Co., Inc., P. O. Box 1557, Salt Lake City, Utah

PRECISION MFG. CO., 829 Chicago Ave., Evanston, Ill.
(See advertisement on page 74)

Precision Staple Corp., 28 E. 22nd St., New York 10, N. Y.
Preferred Products Co., 1723 N. 12th St., Toledo 1, Ohio
Premier Materials Co., 2029 N. Halsted St., Chicago, Ill.
Premier Supply Co., 37-01 Queens Blvd., Long Island City, N. Y.

PRESSED & WELDED STEEL PRODUCTS CO., 38-61 11th St., Long Island City, N. Y.
(See advertisement on page 235)

PRES-TO-LINE CORP. OF AMERICA, 2339 Cotner Ave., Los Angeles 64, Calif.
(See advertisements on pages 85, 283)

Prevue-Radsell Co., 343 S. Dearborn St., Chicago 4, Ill.
Price Bros., Inc., 4301 W. Madison St., Chicago, Ill.
Prince Gardner Co., 2025 S. Vandeventer Ave., St. Louis 10, Mo.
Princeton Upholstery Co., Inc., 790 E. 176th St., Bronx, N. Y.
Printed Cellophane Tape Co., 521 N. La Brea Ave., Los Angeles 36, Calif.
Printing Devices, Inc., 1705 N. 25th Ave., Melrose Park, Ill.
Print-O-Matic Co., Inc., 724 W. Washington Blvd., Chicago 6, Ill.
Prior Stationery Corp., 374 Broadway, New York 13, N. Y.
Probber, Harvey, Corp., 1082 Davol St., Fall River, Mass.
Processed Papers, 2015 N. Hawthorne Ave., Melrose Park, Ill.
Procter, Fred, Co., 324 E. Ninth St., Cincinnati 2, Ohio

PRONTO FILE CORP., 285 Madison Ave., New York 17, N. Y.
(See advertisements on pages 149-156)

PROTECTALL SAFE CORP., Hamilton, Ohio
(See advertisement on page 250)

Protex Products Sales Co., 350 Fifth Ave., New York, N. Y.
Prudon Specialty Mfg. Co., Hasbrouck Heights, N. J.
Prym, William, Inc., Dayville, Conn.
Pull-The-String Mailing Wrapper Co., P. O. Box 98, Belvidere, Ill.
Punch-All Co., Inc., 46 Hinckley Road, Waban 68, Mass.
Pyrene Mfg. Co., 560 Belmont Ave., Newark 8, N. J.

QUALITY PARK ENVELOPE CO., 450 N. Syndicate St., St. Paul 4, Minn.
(See advertisement on page 137)

Queen Ribbon & Carbon Co., Inc., 1055 Stewart Ave., Garden City, N. Y.
Quest Mfg. Co., 220 W. Monroe St., Chicago, Ill.
Quick Point Pencil Co., 4020 Olive St., St. Louis, Mo.
Quigley Co., Glassport, Pa.

QUIGLEY FURNITURE CO., Whitesboro, N. Y.
(See advertisement on page 56)

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R. C. Can Co., 9430 Page Blvd., St. Louis, Mo.
Radel Leather Mfg. Co., 445 Wilson Ave., Newark, N. J.
Radio Corporation of America, Camden, N. J.
Rampe Mfg. Co., 3320 St. Clair Ave., Cleveland 14, Ohio
Ramsay Co., 1506 Miami Road, Jacksonville 7, Fla.
Rand McNally & Co., P. O. Box 7600, Chicago 80, Ill.
Random House, Inc., 457 Madison Ave., New York 22, N. Y.
Ranger Products Co., P. O. Box 312, Red Bank, N. J.
Rapid Roller Co., 2558 S. Federal St., Chicago 16, Ill.
Rapid Tag & Wire Co., 6601 Kelly St., Pittsburgh, Pa.
Rapidesign, Inc., P. O. Box 592, Glendale, Calif.
Rapidprint Time Recorders, Inc., P. O. Box 580, Middletown, Conn.
Rastetter, Louis, & Sons Co., 1300 Wall St., Fort Wayne, Ind.
Rate Service Bureau, The, 716 S. W. Morrison St., Portland 5, Ore.
Rauland-Borg Corp., 3515 W. Addison St., Chicago 18, Ill.
Rauschenberger, John, Co., 423 N. Plankington Ave., Milwaukee 1, Wis.
Raymond Co., Inc., 666 N. Lake Shore Dr., Chicago 11, Ill.
Ready Reference Publishing Co., 406 W. 31st St., New York, N. Y.
Reardon Products, 2109 S. Adams St., Peoria 2, Ill.
Reb-Wal Hunt Co., Box 208, Royal Oak, Mich.
Record Files, Inc., Wooster, Ohio
Recordak Corp., 444 Madison Ave., New York 22, N. Y.
Recordit Corporation, Div., Crescent Industries, Inc., 5900 W. Touhy Ave., Chicago 31, Ill.

RECORDPLATE CO., 16 E. Holly St., Pasadena 1, Calif.
(See advertisements on pages 46, 258)

Red Raven Rubber Co., 152 Sussex Ave., Newark, N. J.
Rediform Division, Moore Business Forms, Inc., 2233 University Ave., St. Paul 4, Minn., and Denton, Tex.
Redigraph, Inc., 3323 Dartmouth Dr., Cincinnati 11, Ohio
Redington, J. P., & Co., Scranton 2, Pa.

REDI-RECORD PRODUCTS CO., 598 Broadway, New York 12, N. Y.
(See advertisement on page 90)

Redi-Record Products Co., 598 Broadway, New York 12, N. Y.
Reflector-Hardware Corp., 2245 S. Western Ave., Chicago 8, Ill.
Regal Typewriter Co., Inc., 200 Hudson Ave., New York 13, N. Y.
Regal & Wade Mfg., Inc., 58-16 57th Road, Maspeth, N. Y.
Regalia Mfg. Co., 4th Ave. & 21st St., Rock Island, Ill.
Regina Metal Products Corp., New Rochelle, N. Y.
Register Div., Rockwell Mfg. Co., 400 N. Lexington Ave., Pittsburgh, Pa.

REGNA CASH REGISTERS, INC., 175 Fifth Ave., New York 10, N. Y.
(See advertisements on pages 25, 65)

Reif, A., & Co., 1540 N. Franklin St., Philadelphia 22, Pa.
Reliable Stationers Specialties Co., 236 W. 26th St., New York, N. Y.
Reliable Textile Co., 216 W. Adams St., Chicago, Ill.
Reliable Typewriter & Adding Machine Co., 303 W. Monroe St., Chicago 6, Ill.
Reliance Pencil Corp., 22 S. Sixth Ave., Mount Vernon, N. Y.
Remington Rand Inc., 315 Fourth Ave., New York 10, N. Y.
Remington Rand Inc., Dealer Sales Division, 315 Fourth Ave., New York 10, N. Y.
Remle Corp., 138 E. Becher St., Milwaukee 7, Wis.

REPEAT-O-TYPE STENCIL MFG. CO., INC., 153-157 Coffey St., Brooklyn 31, N. Y.
(See advertisement on page 267)

Repke, A. C., & Co., 2129 Grand River Ave., Detroit 1, Mich.
Replica Products Corp., 154 Nassau St., New York 38, N. Y.
Replogle Globes, Inc., 1901 N. Narragansett St., Chicago, Ill.
Reproducta, 11 E. 26th St., New York, N. Y.
Republic Seating Co., 1650 Broadway, New York, N. Y.
Rest-A-Phone Co., P. O. Box 8788, Portland 7, Ore.
Rest-A-While Couch Co., Locked Box 89, Ellenville, N.Y.
Reuben Co., 555 W. Jackson Blvd., Chicago 6, Ill.
Rex-O-Graph, Inc., 7836 W. Hicks St., Milwaukee 14, Wis.
Rex-Rotary Distributing Corp., 19 W. 31st St., New York 1, N. Y.
Reyam Plastic Products Co., 2614 W. North Ave., Chicago, Ill.

REYBURN MFG. CO., INC., 16th St. and Indiana Ave., Philadelphia 32, Pa.
(See advertisement on page 274)

Reynolds Electric Co., 3000 River Rd., River Grove, Ill.
Reynolds & Reynolds Co., 800 Germantown St., Dayton 7, Ohio
Rhode Island Cardboard Co., Pawtucket, R. I.
Rhodes, James H., & Co., 157 W. Hubbard St., Chicago, Ill.
Ribbon & Ticker Paper Co., Paterson, N. J.
Richard, Inc., 204-206 E. 10th St., Coffeyville, Kansas
Richards Morgenthau & Co., 225 Fifth Ave., New York 10, N. Y.
Richards, S. P., Paper Co., 326 Nelson St., SW., Atlanta, Ga.
Richmond Pressed Metal Works, Inc., 506-12 Maury St., Richmond 14, Va.

RIDGEWAY DIVISION, Gravely Novelty Furniture Co., Ridgeway, Va.
(See advertisement on page 44)

Rifkin, A., & Co., Wilkes Barre 8, Pa.

RISHEL, J. K., FURNITURE CO., 1201 W. Third St., Williamsport, Pa.
(See advertisement on page 120)

Ritchie, W. C., & Co., 8801 Baltimore Ave., Chicago 17, Ill.
Ritchie, W. H., Co., 2555 N. Sydenham St., Philadelphia 32, Pa.
Rite-Craft Co., 520 Belden Ave., Chicago 14, Ill.
Riteform Chair Co., Inc., 2300 Ellis Ave., St. Paul, 4W, Minn.

RITE-LINE CORP., 4209 39th St., N.W., Washington 16, D. C.
(See advertisement on page 84)

Rite-O Products, Inc., Martinsburg, W. Va.
Ritepoint Co., 9400 Watson Road, St. Louis, Mo.
Rittenhouse Paper Co., 6405 S. Wentworth Ave., Chicago 21, Ill.
Rivet-O Mfg. Co., 50 Federal St., Orange, Mass.
Roaring Spring Blank Book Co., Roaring Spring, Pa.
Robbins & Myers, Inc., 1345 Lagonda Ave., Springfield, Ohio
Robert Mfg. Co., 1001 E. 23rd St., Hialeah, Fla.
Roberts, Cushman & Co., 10 Washington Place, New York 3, N. Y.
Roberts Numbering Machine Co., 700 Jamaica Ave., Brooklyn 8, N. Y.

ROBERTS, WELDON, RUBBER CO., 365 Sixth Ave., Newark 7, N. J.
(See advertisement on page 139)

Robinson International Corp., 580 Fifth Ave., New York 19, N. Y.
Robinson Reminders, Westfield, Mass.
Robinson Tag & Label Co., 460 W. 34th St., New York 1, N. Y.
Robotyper Corp., 125 Allen St., E., Hendersonville, N. C.

ROBRAY MFG. CO., 2426 Prairie Ave., Chicago 16, Ill.
(See advertisement on page 290)

Rochester Ribbon & Carbon Co., Inc., 20 Greenleaf St., Rochester 9, N. Y.
Rochester Wire-O Binding, Inc., 49 Andrews St., Rochester 14, N. Y.
Rock-et Tool Co., c/o Novard & Co., 18 Trumbull St., New Haven 11, Conn.
Rockford Crescent Mfg. Co., 420 Buckbee St., Rockford, Ill.
Rockford Show Case & Fixture Co., 1034 Elm St., Rockford, Ill.
Rockmont Envelope Co., 198 W. Alameda, Denver 9, Colo.
Rockway Products Co., 8219 Almira Ave., Cleveland 2, Ohio

ROCKWELL-BARNES CO., 35 E. Wacker Dr., Chicago 1, Ill.
(See advertisement on page 219)

Rodefer-Gleason Glass Co., Bellaire, Ohio
Roderick, Marcy F., Co., 3312 Lancaster Ave., Philadelphia 4, Pa.
Rogers Imports, Inc., 419 Fourth Ave., New York 16, N. Y.
Rogers Loose Leaf Co., 609 W. Lake St., Chicago, Ill.
Rogers, W. T., Co., P. O. Box 2095, Madison, Wis.
Rogersnap Business Forms, 139 Howell St., Dallas, Texas
Roll-a-Matic Label Co., Inc., 556 Mulberry St., Macon, Ga.
Rol-Dex Div., Watson Mfg. Co., Jamestown, N. Y.
Ronnie Products, Inc., 201 W. Elm St., Scranton 5, Pa.
Ronson Art Metal Works, Inc., 1 Aronson Square, Newark, N. J.
Roosen, H. D., Co., Inc., 380 Madison Ave., New York 17, N. Y.
Roovers Bros., Inc., 15C Nassau St., New York, N. Y.
Rose Ribbon & Carbon Mfg. Co., Inc., Harrison, N. J
Rosen, S., Mfg. Co., 616 Plant St., Utica 4, N. Y.
Rosenthal Co., 45 E. 17th St., New York 3, N. Y.
Ross-Gould Co., 309 N. Tenth St., St. Louis 1, Mo.
Ross-Martin Co., 423 E. Fourth St., Tulsa 1, Okla.
Rotary Pen Co., 149 Cator Ave., Jersey City, N. J.
Rotary Printing Co., The, P. O. Box 260, Norwalk, Ohio
Roto-Table Co., 79 S. Oak St., Ventura, Calif.

ROWLES, E. W. A., CO., Arlington Heights, Ill.
(See advertisement on page 187)

Rowley's Office Equipment Co., 227 Main St., La Crosse, Wis.
Royal Cushion Co., Inc., 71 Field St., Brockton, Mass.
Royal Index Tab Co., 62 Cooper Square, New York 3, N. Y.
Royal Metal Mfg. Co., 175 N. Michigan Ave., Chicago 1, Ill.
Royal Paper Corp., 210 11th Ave., New York 1, N. Y.
Royal Register Co., Nashua, N. H.
Royal Typewriter Co., Inc., 2 Park Ave., New York 16, N. Y.
Rubin's Corp., 180 Mott St., New York 12, N. Y.
Rumpp, C. F., & Sons, Fifth & Cherry Sts., Philadelphia, Pa.
Russakov Can Co., 850 N. Ogden Ave., Chicago, Ill.
Russell, F. L., Corp., Saugerties, N. Y.
Russell Pencil Co., 1219 Gardena Blvd., Gardena, Calif.
Rust Craft Publishers, Inc., 1000 Washington St., Boston, Mass.
Ruwe Pencil Co., 321 W. Putman Ave., Greenwich, Conn.
Rway Div., Reiss Mfg. Corp., 111 Fourth Ave., New York 3, N. Y.
Rytex Co., 432 N. Capitol Ave., Indianapolis, Ind.

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S-K Forms Co., 1619 Walnut St., Philadelphia 6, Pa.

S. & M. DISTRIBUTING CO., 1382 S. Broadway St., Denver 10, Colo.
(See advertisement on page 24)

S. & S. Distributing Co., 43 E. 59th St., New York 22, N. Y.
S. S. Artist Materials, Inc., 712 N. State St., Chicago 10, Ill.
Safeguard Corp., Lansdale, Pa.
Safe-T-Point Co., 2275 Third Ave., New York, N. Y.
Safex Co., Inc., 225 Fifth Ave., New York 10, N. Y.
Safford Stamp Works, Inc., 205 W. Madison St., Chicago 6, Ill.

SAINBERG & CO., INC., 37 W. 26th St., New York 10, N. Y.
(See advertisement on page 91)

St. Louis Button Co., 415 Lucas Ave., St. Louis 2, Mo.
St. Louis Crayon & Handle Co., 304 S. Eighth St., St. Louis 2, Mo.
St. Louis Hardware Mfg. Co., 1519 N. 18th St., St. Louis, Mo.
St. Louis Sticker Co., 1907 Locust St., St. Louis 3, Mo.
Sales Record Publishing Co., 11 Park Place, New York, N. Y.
Salisbury Mfg. Co., P.O. Box 1523, Providence, R. I.
Salomon, A. L., & Co., 257 Fourth Ave., New York, N. Y.
Salsbury Corp., 1161 E. Florence St., Los Angeles 1, Calif.
Samas Punched Card Div., Underwood Corp., One Park Ave., New York 16, N. Y.
Sanders Mfg. Co., Sanders Block, Nashville, Tenn.
Sanford Ink Co., 2740 Washington Blvd., Bellwood, Ill.
Sapphire Products, 175 5th Ave., New York 10, N. Y.
Sargent & Co., Bernard Bldg., New Haven, Conn.
Sarvis Mfg. Co., Lansing, Mich.
Sattley Co., 657 Mt. Elliott Ave., Detroit 7, Mich.

SAUNDERS MFG. CO., INC., P. O. Box 243, Winthrop, Me.
(See advertisement on page 180)

Savasort Co., P.O. Box 2428, West Palm Beach, Fla.
Saxon Paper Corp., 240 W. 18th St., New York 11, N. Y.
Scerbo, Frank, & Sons, Inc., 536 Pearl St., New York 7, N. Y.
Schacht Rubber Mfg. Co., Huntington, Ind.
Schatz Mfg. Co., West Poughkeepsie, N. Y.
Schell Leather Goods Co., Inc., 2965 Central Parkway, Cincinnati, Ohio
Schermack Products Corp., 1164 W. Baltimore Ave., Detroit 2, Mich.
Schiegel Mfg. Co., 277 N. Goodman St., Rochester 7, N. Y.
Schlosser Mfg. Co., 207 W. 25th St., New York, N. Y.
Schroeder & Tremayne, Inc., 1711 Delmar Blvd., St. Louis 3, Mo.
Schwaab Stamp & Seal Co., 547 N. Water St., Milwaukee, Wis.

SCHWAB SAFE CO., Lafayette, Ind.
(See advertisement on page 252)

Schwartz Chemical Co., 326 W. 70th St., New York 23, N. Y.
Scott, Foresman & Co., 433 E. Erie St., Chicago 11, Ill.
Scott, L. E., Co., Inc., Warren, R. I.
Scott Paper Co., Chester, Pa.
Scott Publications, Inc., 580 Fifth Ave., New York, N. Y.
Scott-Rice Co., 610 S. Main St., Tulsa 3, Okla.
Scribe Corp., 2835 N. Kedzie Ave., Chicago 18, Ill.
Scriptex Products Co., Inc., 513 S. Second St., Philadelphia, Pa.
Scripto, Inc., P.O. Box 4847, Atlanta 2, Ga.
Scriptomatic, Inc., 300 N. 11th St., Philadelphia 7, Pa.
Seaburg Mfg. Co., 250 Crescent St., Jamestown, N. Y.
Seal, Inc., Shelton, Conn.
Seal-O-Matic Machine Mfg. Co., Inc., South Hackensack, N. J.
Seating, Inc., 6045 Pillsbury Ave., Minneapolis, Minn.
Seatmaster Co., 2635 S. Wabash Ave., Chicago, Ill.
Sect-O-Desk Sales Corp., 350 Morgan Ave., Brooklyn 6, N. Y.
Security Certifier Co., 5 Beekman St., New York 7, N. Y.
Security Seal Co., 146 W. 27th St., New York, N. Y.

SECURITY STEEL EQUIPMENT CORP., Avenel, N. J.
(See advertisement on page 101)

Sefer Publishing & Bookkeeping Co., Inc., 176 Park Row, New York, N. Y.
Sefton Fibre Can Co., 3275 Big Bend Blvd., St. Louis 17, Mo.
Sekine, I., Co., Inc., 232 Madison Ave., New York 16, N. Y.
Select Paper & Tablet Corp., 585-601 Dean St., Brooklyn 38, N. Y.
Self Winding Clock Co., Inc., 163 Grand Ave., Brooklyn 5, N. Y.
Sell Corp., 216 W. Jackson Blvd., Chicago, Ill.
Semco Sales, Pinellas International Airport, St. Petersburg, Fla.
Semon Bache & Co., (See Bache, Semon & Co.)

SENECA NOVELTY CO., INC., 201 Fall St., Seneca Falls 10, N. Y.
(See advertisement on page 246)

Seng Company, 1450 N. Dayton St., Chicago 22, Ill.

SENGBUSCH SELF-CLOSING INKSTAND CO., 2222 W. Clybourn St., Milwaukee 3, Wis.
(See advertisement on page 95)

Serolite Corp., 11 White St., New York 13, N. Y.
Servel, Inc., Chiller St., Evansville 20, Ind.

SERVICE PRODUCTS DIV., Woodall Industries, Inc., 3500 Oakton St., Skokie, Ill.
(See advertisement on page 211)

Service Steel Products Corp., 2216 N. Lincoln Ave., Chicago 14, Ill.
Sessions Clock Co., Forestville, Conn.
Seth Thomas Clocks, Thomaston, Conn.
Seymour Conover Co., 820 Lexington Ave., New York, N. Y.
Seymour Products Co., Seymour, Conn.

SHALLCROSS CO., 48th St. & Grays Ferry Ave., Philadelphia 43, Pa.
(See advertisement on page 128)

Shank Leather Goods Co., 230 Fifth Ave., New York 1, N. Y.
Shaw-Walker Co., Muskegon 81, Mich.
Sheaffer, W. A., Pen Co., Fort Madison, Iowa
Shedd-Brown Mfg. Co., 2520 Park Ave., Minneapolis, Minn.
Shelby Salesbook Co., Shelby, Ohio
Shelbyville Desk Co., Shelbyville, Ind.
Sheldon, E. H., Equipment Co., Muskegon, Mich.
Shelton Tack Co., Shelton, Conn.
Shepard Engineering Co., 912 N. Market St., St. Louis 6, Mo.
Sheppard, C. E., Co., 44-07 21st St., Long Island City 1, N. Y.
Sheppard Envelope Co., 1 Envelope Terrace, Worcester 4, Mass.
Sherick, Harry C., 215 E. 9th St., Cincinnati, Ohio
Sheridan & Nichol, Inc., 161 Grand St., New York 12, N. Y.
Sherman-Manson Div., Mississippi Aluminum Corp., St. Marys, Ohio
Sherman-Reynolds, Inc., 415 N. Aberdeen St., Chicago 22, Ill.
Sherness Co., 3700 Nicollet Ave., Minneapolis 8, Minn.
Sherwin-Williams Co., 101 Prospect Ave., N.W., Cleveland, Ohio
Shiloh Metal Products Co., 3611 King Ave., Cleveland 14, Ohio
Shipman-Ward Mfg. Co., 325 N. Wells St., Chicago 10, Ill.
Shredmaster Corp., 9 E. 40th St., New York 16, N. Y.
Shuman, Frank G., Co., 600 W. Jackson Blvd., Chicago 6, Ill.
Shwayder Bros., Inc., 1050 S. Broadway, Denver, Colo.
Sibley, Edward L., Mfg. Co., Inc., Bennington, Vt.
Sight Light Corp., 22 W. Putman Ave., Greenwich, Conn.
Signal Electric Mfg. Co., Menominee, Mich.
Signature Co., 25 S. William St., New York, N. Y.
Sikes Co., Inc., 20 Churchill St., Buffalo 7, N. Y.
Silvestri Art Mfg. Co., 1147 W. Ohio St., Chicago 22, Ill.
Silvray Lighting, Inc., 1270 Sixth Ave., New York, N. Y.
Simon Products Co., 3211 W. Grand Ave., Chicago 51, Ill.
Simon & Schuster, 630 Fifth Ave., New York, N. Y.
Simonsville Mfg. Co., Waterbury, Conn.
Simpla Research and Mfg. Co., Inc., 427 4th Ave., New York 16, N. Y.
Simplex Gold Stamping Press Co., 55 W. 42nd St., New York 36, N. Y.
Simplex Metal Products, Inc., 341 W. 38th St., New York 18, N. Y.
Simplex Time Recorder Co., Gardner, Mass.
Simpson, Mark, Mfg. Co., Inc., 32-28 49th St., Long Island City 3, N. Y.
Sinclair & Valentine Co., 611 W. 129th St., New York 27, N. Y.
Sjostrom, John E., Co., 1715 N. Tenth St., Philadelphia 22, Pa.
Skinner & Kennedy Co., 416 N. Fourth St., St. Louis 2, Mo.
Slencil Co., Orange, Mass.
Sloane, W. & J., 575 Fifth Ave., New York, N. Y.

SMEAD MFG. CO., INC., 309-311 Second St., Hastings, Minn.
(See advertisement on page 175)

Smiley & Co., 234 S. Franklin St., Chicago, Ill.
Smith, Alexander, & Sons Carpet Co., Yonkers, N. Y.
Smith, Charles C., Inc., Exeter, Nebr.
Smith, E. Errett, Inc., 350 Fifth Ave., New York, N. Y.
Smith, H. E., Co., 135 S. 15th St., Newark 7, N. J.
Smith, Hurley, 221 N. Sycamore St., Lansing 15, Mich.
Smith Mfg. Co., 525 S. Dearborn St., Chicago 5, Ill.

SMITH METAL ARTS CO., INC., 1721 Elmwood Ave., Buffalo 7, N. Y.
(See advertisement on page 93)

Smith, S. K., Co., 2857 N. Western Ave., Chicago 18, Ill.
Smith System Heating Co., 212 S.E. Ontario St., Minneapolis, Minn.
Smith, W. Ray, Co., P.O. Box 106, Cedar Falls, Iowa
Smith, Wm. M., Co., 20 Ferguson Ave., Broomall, Pa.
Smith-Corona Inc., 701 E. Washington St., Syracuse 1, N. Y.
Smokador Mfg. Co., Inc., 52 Nelson St., Bloomfield, N. J.

SMO-KING PRODUCTS, INC., 111 Pioneer St., Brooklyn 31, N. Y.
(See advertisement on page 28)

Snapout Forms Co., 10525 Carnegie Ave., Cleveland 6, Ohio
Sneath Glass Co., Hartford City, Ind.
Snelling & Son, 225 34th St., Brooklyn 32, N. Y.
Soabar Co., 5813 Erdrick St., Philadelphia 24, Pa.
Solar-Sturges Mfg. Co., 25th Ave. and N.W.R.R., Bellwood, Ill.
Solo Cup Co., 28 E. Jackson Blvd., Chicago 4, Ill.
Sondon Systems Corp., P.O. Box No. 312, Red Bank, N. J.
Sortergraf Co., 4044 W. Jefferson Ave., Detroit, Mich.
SoundScriber Corp., 146 Munson St., New Haven 4, Conn.

SOUTH BEND METAL PRODUCTS CO., 831 N. Wilber St., South Bend 28, Ind.
(See advertisement on page 213)

Southern Desk Co., Hickory, N. C.
Southern Folder & Index Co., Inc., El Dorado, Ark.
Southern Friction Materials Co., Specialty Mfg. Division, Charlotte 1, N. C.
Southern Paper Products Co., 2014 1st Ave., N., Birmingham, Ala.
Southern Pen Co., 16 N. Union St., Petersburg, Va.
Southern Skein & Foundry Co., 2915 Eighth Ave., Chattanooga 7, Tenn.
Southern Spring Bed Co., Inc., 290 Hunter St., SE., Atlanta, Ga.
Southern Straw Mfg. Co., 215 Spring St., S.W. Atlanta, Ga.
Southworth Co., West Springfield, Mass.
Southworth Machine Co., Portland, Me.
Souvenir Lead Pencil Co., 202 F. Ave., N.W., Cedar Rapids, Iowa
Spaide, Al, 1011 Chestnut St., Philadelphia 7, Penna.
Spartan Electric Co., 255 N. Union St., Rochester, N. Y.
Spaulding Fibre Co., Inc., 310 Wheeler St., Tonawanda, N. Y.

SPECIALTY INK CO., INC., 1011 E. 46th St., Brooklyn 3, N. Y.
(See advertisement on page 200)

Speed Key Corp., 245 Ralph Ave., Brooklyn 33, N. Y.

SPEED PRODUCTS CO., INC., 32-01 Queens Blvd., Long Island City 1, N. Y.
(See advertisement on page 262)

Speed-O-Print Corp., 1801 W. Larchmont Ave., Chicago 13, Ill.
Speedo-Sort Co., 4016 N. Harding Ave., Chicago 18, Ill.
Speedry Products, Inc., 91-31 121st St., Richmond Hill 18, N. Y.
Speedway Mfg. Co., 1834 S. Laramie Ave., Cicero, Ill.
Speidel, Charles W., & Co., 114 N. 12th St., Fernwood, Pa.
Spence Furniture Co., Spring Garden at Oakland Ave., Greensboro, N. C.
Spencer Rubber Products Co., Manchester, Conn.
Spencer, S. M., Mfg. Co., 3 Cornhill St., Boston 8, Mass.
Spencerian Pen Co., 434 Broadway, New York 13, N. Y.
Sperry, John H., Co., Inc., 85a Purchase St., Boston, Mass.
Spies, John N., Mfg. Co., Inc., 146 Main Ave., Watertown, N. Y.
Spiral Binding Co., Inc., 406 W. 31st St., New York, N. Y.
Spiritform Co., Clement Lodge Road, McHenry, Ill.

SPRINGER INDUSTRIES, INC., 48-01 28th Ave., Long Island City 3, N. Y.
(See advertisement on page 32)

Springfield Leather Products Co., 240 N. Fountain Ave., Springfield, Ohio
Springfield Manifold Co., 221 S. Fourth St., Springfield, Ill.
Squires Inkwell Co., Grant & E. Railroad Ave., Oakmont, Pa.

STACOR EQUIPMENT CO., 768 E. New York Ave., Brooklyn 3, N. Y.
(See advertisement on page 127)

STAEDTLER, J. S., INC., 32 DiCarolis Court, Hackensack, N. J.
(See advertisement on page 228)

Stafford Mfg. Co., Inc., 145 58th St., Brooklyn 20, N. Y.
Stafford, S. S., Inc., 622 Greenwich St., New York N. Y.
Stakmore Co., Inc., Owego, N. Y.
Standard Brief Case Co., Inc., 71 Fifth Ave., New York, N. Y.
Standard Business Machines Mfg. Co., 1948 Third Ave., Huntington, W. Va.

STANDARD DIARY CO. (Division of Wilson Jones Co.), 122 E. 23rd St., New York 10, N. Y.
(See advertisements on pages 34, 35, 122)

Standard Duplicating Machines Corp., 1935 Revere Beach Parkway, Everett 49, Mass.
Standard Electric Time Co., 85 Logan St., Springfield, Mass.
Standard Envelope Mfg. Co., 1600 E. 30th St., Cleveland, Ohio

STANDARD FURNITURE CO., Herkimer, N. Y.
(See advertisement on page 115)

Standard Index Card Co., 707 Arch St., Philadelphia, Pa.
Standard Industrial Products Co., 1710 Main St., Peoria, Ill.
Standard-Johnson Co., 371 Pacific St., Brooklyn, N. Y.
Standard Leather Products, Inc., 2341 Wabansia Ave., Chicago 47, Ill.
Standard Manifold Co., 333 W. Lake St., Chicago 6, Ill.
Standard Mfg. Co., Cambridge City, Ind.
Standard Paper Mfg. Co., Hull and Cooke Sts., Richmond, Va.
Standard Pressed Steel Co., Jenkintown, Pa.
Standard Process Engraving Co., 2510 Durant St., Berkeley, Calif.
Standard Record Co., 50-18 Vernon Blvd., Long Island City 1, N. Y.
Standard Register Co., 626 Albany St., Dayton, Ohio
Standard-Toch Chemicals, Inc., 2600 S. Federal St., Chicago, Ill.
Stanley Greetings, Inc., 605 S. Patterson St., Dayton, Ohio

Stanley Mfg. Co., 2310 N. Main St., Fort Worth 6, Tex.
Staplex Co., 777 Fifth Ave., Brooklyn 32, N. Y.
Star Chemical Co., Inc., 4500 W. Cermak Road, Chicago 23, Ill.
Star Loose Leaf Co., Inc., 165 Duane St., New York 13, N. Y.
Star Office Accessories Co., 555 E. Tremont Ave., Bronx 57, N. Y.
Star Pin Co., Shelton, Conn.

STAR STEEL EQUIPMENT CO., INC., 117-20 14th Road, College Point, L. I., N. Y.
(See advertisement on page 57)

STARK CALENDARS, INC., 100 Bissell St., Joliet, Ill.
(See advertisement on page 58)

Starkey Chemical Process Co., 9600 W. Ogden Ave., La Grange, Ill.
Starr Pen Co., 900 N. Franklin St., Chicago, Ill.
Starrett, L. S., Co., Athol, Mass.
Stationers Guild of America, 1421 Chestnut St., Philadelphia 2, Pa.
Stationers Loose Leaf Co., 524 N. Broadway, Milwaukee 1, Wis.

STATIONERS MFG. CO., 1414 W. Tucker St., Fort Worth, Tex.
(See advertisement on page 184)

Stationers Specialty Corp., 19 W. 21st St., New York 10, N. Y.
Sta-Tray Co., 286 E. 33rd St., Paterson 4, N. J.
Stauder Engraving Co., 4130 W. Belmont Ave., Chicago 41, Ill.
Steel Fixture Mfg. Co., The, Topeka, Kans.
Steel Furniture Mfg. Co., Bonita Ave., Baldwin Park, Calif.

STEEL PARTS MFG. CO., 4630 W. Harrison St., Chicago 44, Ill.
(See advertisement on page 259)

Steel Service Mfg. Co., Steubenville, Ohio
Steelcase, Inc., 1491 Division Ave., S., Grand Rapids 2, Mich.
Steelware Mfg. Corp., 12530 Yukon Ave., Hawthorne, Calif.

STEIN BROS. MFG. CO., 1401 W. Jackson Blvd., Chicago 7, Ill.
(See advertisement on page 50)

Stellar Tool & Mfg. Co., Inc., 94-40 158th St., Jamaica 33, L. I., N. Y.
Stello Products Co., 704 S. Main St., Hutchinson, Kansas

STEMPEL MFG. CO., 2830 Roberts St., Dallas 16, Tex.
(See advertisements on pages 81, 85, 272, 279)

Sten-C-Labl, Inc., 287 Snelling Ave., N., St. Paul 4, Minn.
Stenhouse, A., & Co., 6910 S. Carpenter St., Chicago 21, Ill.
Stenno Ribbon & Carbon Mfg. Co., 3207 S. W. First Ave., Portland, Ore.
Stenographic Machines, Inc., 318 S. Michigan Ave., Chicago, Ill.
Stenotype Co., 417 S. Dearborn St., Chicago, Ill.
Stenotype Supplies Co., 220 E. Ohio St., Indianapolis 6, Ind.
Sterling Plastics Co., Union, N. J.
Stewart, G. S., Co., P. O. Box 265, Norwalk, Ohio

STEWART, R. A., & CO., INC., 80 Duane St., New York 7, N. Y.
(See advertisements on pages 242, 243)

STILE-CRAFT MANUFACTURERS, INC., 1825 Macklind Ave., St. Louis 10, Mo.
(See advertisement on page 227)

Stimpson, Edwin B., Co., 70 Franklin Ave., Brooklyn, N. Y.
Store-Kraft Mfg. Co., Beatrice, Nebr.
Storms, H. M., Co., 561 Grand Ave., Brooklyn 38, N. Y.
Stow & Davis Furniture Co., 80 Front St., S.W., Grand Rapids 4, Mich.
Stratford Furniture Corp., 932 American Furniture Mart, Chicago 11, Ill.
Stratford Pen Corp., 44 W. 28th St., New York 1, N.Y.
Strathmore Paper Co., West Springfield, Mass.
Strayer Coin Bag Co., Inc., New Brighton, Pa.
Streit, C. F., Mfg. Co., 1104 Kenner St., Cincinnati, Ohio
Strickler, Carl E., & Co., Highland Park, Ill.
Stromberg Time Corp., Thomaston, Conn.
Stuart Greetings, Inc., 4436 N. Clark St., Chicago, Ill.
Sturges Mfg. Co., Sunset & R. R. Ave., Utica, N. Y.
Sturgis Posture Chair Co., 154 E. Erie St., Chicago 11, Ill.
Style-Crafters, Inc., P. O. Box 3312, Sta. A., Greenville, S. C.
Stylograph Corp., 205 W. Main St., Rochester 4, N. Y.
Sufrin, I. & M., 1207 Muriel St., Pittsburgh 3, Pa.
Sun Glo Studios, 225 Fifth Ave., New York 10, N. Y.
Sun Rubber Co., Barberton, Ohio
Sunroc Co., Glen Riddle, Pa.
Sunset-McKee Co., 2101 Livingston Ave., Oakland, Calif.
Super Vision, Inc., 735 Carnegie Ave., Cleveland 15, Ohio
Superior Business Machines, Inc., 122 E. 42nd St., New York 17, N. Y.
Superior Household Mfg. Co., 350 W. Ontario St., Chicago 10, Ill.
Superior Marking Equipment Co., 1800 W. Larchmont Ave., Chicago 13, Ill.
Superior Plastics, Inc., 426 N. Oakley Blvd., Chicago 12, Ill.
Supersine Co. of America, 200 Murray St., Ft. Wayne 5, Ind.
Supra Pencil Co., 39 Cortlandt St., New York 7, N. Y.
Supreme Leather Goods Co., 560 W. Lake St., Chicago 6, Ill.
Supreme Power Cleaner Mfg. Co., 132 N. Market St., Wichita 2, Kans.
Supreme Steel Products, Inc., 52-55 74th St., Maspeth, L. I., N. Y.

SURPRISE SPECIALTIES, 210 Fifth Ave., New York 10, N. Y.
(See advertisement on page 239)

Sutton, O. A., Corp., 1812 W. Second St., Wichita, Kans.
Svoboda Church Furniture Co., Inc., Kewaunee, Wis.
Swan Pencil Co., Inc., 221 Fourth Ave., New York 3, N. Y.
Swanson Machine Corp., Jamestown, N. Y.
Swedish Venetian Blind Co., P. O. Box 75, Upper Montclair, N. J.
Sweeney, Joseph Lee, 372 4th Ave., New York, N. Y.
Swift & Anderson, Inc., 952 Dorchester Ave., Boston 25, Mass.
Swift Business Machines Corp., Great Barrington, Mass.
Swivelier Co., Inc., 43 34th St., Brooklyn 32, N. Y.
Sylvania Electric Products, Inc., 1740 Broadway, New York, N. Y.
Systems, Inc., 4856 N. Hoyne Ave., Chicago 25, Ill.

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Tab Products Co., 57 Post St., San Francisco 4, Calif.
Tabet Mfg. Co., Inc., 1336 Ballentine Blvd., Norfolk 12, Va.
Tablet & Ticket Co., 1021 W. Adams St., Chicago 7, Ill.
Tab-Tex Corp., 3913 Second Ave., Brooklyn, N. Y.
Talk-A-Phone Co., 1512 S. Pulaski Road, Chicago 23, Ill.
Takapart Products Co., Babylon Turnpike, Freeport, L. I., N. Y.
Tallman, Robbins & Co., 314 W. Superior St., Chicago 10, Ill.
Tammi Safe & Vault Co., 216 E. Lincoln Ave., Milwaukee 7, Wis.
Tape, Inc., 1706 S. Broadway, Green Bay, Wis.
Tape Mark Co., 434 Pleasant Ave., St. Paul 2, Minn.
Tapex Corp., 217 Astor St., Newark 5, N. J.
Tauber Plastics, Inc., 200 Hudson St., New York 13, N. Y.
Taubman, Samuel, & Co., 1 W. 34th St., New York 1, N. Y.
Tauck, Arthur C., & Co., 402 Thornden St., South Orange, N. J.
Tavella Sales Co., P. O. Box 150, Cliffside Park, N. J.
Tax Digest, 15 E. 26th St., New York, N. Y.
Taxteller, Inc., 2708-10 N. Grand St., St. Louis 6, Mo.
Taylor Chair Co., Bedford, Ohio
Taylor Instrument Co., 95 Ames St., Rochester, N. Y.
Taylor, R. A., Corp., 1917 Vine St., Cincinnati 10, Ohio
Technical Tape Corp., 177th St. & Harlem River, New York 53, N. Y.
Technygraph Co., 147 Waukegan Rd., Techny, Ill.
TelaTotal Sales Co., Hanna Building, Cleveland 15, Ohio
TelAutograph Corp., 16 W. 61st St., New York 23, N. Y.
Tele-Chek, Inc., 51 Hillcrest Ave., New Rochelle, N. Y.
Telechron Dept., General Electric Co., Ashland, Mass.
Tele-Cide Chemical Corp., 1060 Myrtle Ave., Brooklyn 6, N. Y.
Telescope Folding Furniture Co., Inc., Granville, N. Y.
Teletype Corp., 1400 Wrightwood Ave., Chicago 14, Ill.
Tell City Chair Co., Tell City, Ind.
Tell City Desk Co., Tell City, Ind.
Temprite Products Corp., East Maple Rd., Birmingham, Mich.
Ten Bamboo Studio, 50 Eliot St., South Natick, Mass.
Tenacity Mfg. Co., Cooper & Hosea Sts., Lockland, Cincinnati 15, Ohio
Tengwall Co., 1308 N. Halsted St., Chicago, Ill.
Tenner-Anderson Co., 7 W. Madison St., Chicago 3, Ill.
Tension Envelope Corp., 19th & Campbell Sts., Kansas City 8, Mo.
Tested Products Co., 15115 Lanning Ave., Cleveland 7, Ohio
Textile Products Co., 3341 N. Halsted St., Chicago 13, Ill.
Textileather Corp., 607 Madison St., Toledo, Ohio
Thilmany Pulp & Paper Co., Kaukauna, Wis.
Thomas Collators, Inc., 30 Church St., New York 7, N. Y.
Thomas Furniture Co., High Point, N. C.
Thomas Mfg. Co., 4903 W. Chicago Ave., Chicago 51, Ill.
Thomases & Co., 304 Ninth St., Jersey City 2, N. J.
Thompson Tool & Mfg. Co., 3550 Martins St., Franklin Park, Ill.
Thonet Industries, Inc., 1 Park Ave., New York 16, N. Y.
Thorp & Martin Corp., 66 Franklin St., Boston, Mass.
Tiffany Stand Co., 7350 Forsyth St., St. Louis 5, Mo.
Timberlake, J. B., & Sons, Jackson, Mich.
Time, Date and Number, Inc., 298 Broadway, New York 7, N. Y.
Time Saving Specialties, 2816 Dupont Ave., S., Minneapolis 8, Minn.
Times Facsimile Corp., Hotel Biltmore Arcade, 43rd & Madison Ave., New York 17, N. Y.
Tip Top Mfg. Co., 818 Park St., Syracuse, N. Y.
Todd Co., Inc., 1150 University Ave., Rochester 7, N. Y.
Tola Specialties, 554 W. Adams St., Chicago 6, Ill.

TOLEDO GUILD PRODUCTS, INC., 228 Fassett St., Toledo 5, Ohio
(See advertisement on page 260)

Toledo Metal Furniture Co., 1100 Hastings St., Toledo 7, Ohio
Toledo Scale Co., 1009 Telegraph Rd., Toledo 12, Ohio
Toledo Woodworks Co., 1908 Canton St., Toledo 2, Ohio

TOP FLIGHT PRODUCTS CO., INC., 6224 S. Oakley Ave., Chicago 36, Ill.
(See advertisement on page 164)

Topflight Tape Co., 160 E. 9th Ave., York, Pa.
"Tops" Business Forms, 107 N. Wacker Dr., Chicago 6, Ill.
Transkrit Corp., 704 Broadway, New York 3, N. Y.
Transo Envelope Co., 3542 N. Kimball Ave., Chicago, Ill.
Transparent Specialties Corp., 3828 E. 91st St., Cleveland, Ohio
Treasure Masters Corp., 605 Fourth Ave., S., Minneapolis 15, Minn.
Tri-Boro Enterprises, Inc., 102-15 44th Ave., Corona, N. Y.
Trig-A-Tape Corp., 117-02 New York Blvd., Jamaica 5, N. Y.
Triner Scale & Mfg. Co., 2714 W. 21st St., Chicago 8, Ill.
Triometric, Inc., 711 Penn Ave., Pittsburgh, Pa.
Tri-Par Mfg. Co., Inc., 1712 N. Kilbourn Ave., Chicago, Ill.
Troy Sunshade Co., Troy, Ohio
Tru-Rite, Inc., 116 Broad St., New York 4, N. Y.
Trussell Mfg. Co., Inc., 192 Cottage St., Poughkeepsie, N. Y.
Tubbs Cordage Co., 200 Bush St., San Francisco, Calif.
Tubecrafters Sales Division, 911 Walnut St., Philadelphia 7, Pa.
Tubular Specialty Mfg. Co., 1928 Stanley Ave., Detroit 8, Mich.
Tucker-Dorsey Mfg. Corp., 2200 Fletcher Ave., Indianapolis, Ind.
Turner Devices, Inc., 2500 Baldwin Ave., St. Louis 6, Mo.

TWEETEN FIBRE CO., 2029 W. Fulton St., Chicago 12, Ill.
(See advertisement on page 229)

Twentieth Century Co., 542 S. Dearborn St., Chicago 5, Ill.
Tyer Rubber Co., Andover, Mass.
Typewriter Accessories Co., 157 Livingston St., Brooklyn 2, N. Y.
Typewriter Equipment Co., Inc., 409 Lafayette St., New York 3, N. Y.

U

Uarco Incorporated, 5000 S. California Ave., Chicago 32, Ill.
U-File-M Binder Mfg. Co., Inc., 200 Gifford St., Syracuse, N. Y.
Ulirich, J., & Co., 161 Washington St., New York N. Y.
Ulirich Planfiling Equipment Corp., 421 Murray Ave., Jamestown, N. Y.

UNDERWOOD CORP., 1 Park Ave., New York 16, N. Y.
(See advertisement on back cover)

Underwood, John, & Co., 30 Vesey St., New York, N. Y.
Uniflow Mfg. Co., Erie, Pa.
Union Bag & Paper Corp., Woolworth Bldg., New York, N. Y.
Union Fountain Pen Co., Inc., 79 Fifth Ave., New York, N. Y.
Union Pencil Co., Inc., 387 Broadway, New York 13, N. Y.
Union Pin Co., Winsted, Conn.
Union Ribbon & Carbon Co., 67 Laurel St., Philadelphia 23, Pa.
Union Rubber & Asbestos Co., 232 Allen St., Trenton 6, N. J.
Union Steel Chest Corp., Le Roy, N. Y.
Union Steel Products Co., Albion, Mich.
Haute, Ind.
United Cork Companies, South Kearny, N. J.

UNITED CUTLERY & HARDWARE PRODUCTS CO., 108 E. 16th St., New York 3, N. Y.
(See advertisement on page 254)

United Elastic Corp., Easthampton, Mass.
United Metal Box Co., Inc., 168 7th St., Brooklyn 15, N. Y.
United Printers & Publishers, Inc., Joliet, Ill.
United Staple Co., Inc., 35-56 9th St., Long Island City 6, N. Y.
U. S. Air Conditioning Corp., 2564 Como Ave., St. Paul, Minn.
U. S. Bronze Sign Co., Inc., 570 Broadway, New York 12, N. Y.

U. S. CARBON & RIBBON MFG. CO., INC., 621 Cherry St., Philadelphia 6, Pa.
(See advertisements on pages 61, 241)

U. S. Chaircraft Mfg. Corp., 225 Belleville Ave., Bloomfield, N. J.
U. S. Changeable Sign Co., 535 Broadway, New York, N. Y.
U. S. Crayon Co., 224 W. Illinois St., Chicago, Ill.
U. S. Envelope Co., Springfield, Mass.
U. S. Fingerprint Products, Inc., RFD 1, Smithville, Mo.
U. S. Lace Paper Works, 417 Union Ave., Brooklyn, N. Y.
U. S. Luggage & Leather Products Co., 29 W. 34th St., New York 1, N. Y.
U. S. Mailing Case Co., P. O. Box 310, Lowell, Mass.
U. S. Pencil Co., Inc., 100 Fifth Ave., New York, N. Y.
U. S. Plywood Corp., 55 W. 44th St., New York, N. Y.
U. S. Rubber Co., Coated Fabrics Dept., Mishawaka, Ind.
U. S. Stoneware Co., 5300 E. Tallmadge Ave., Akron, Ohio
U. S. Time Corp., Waterbury, Conn.
U. S. Travelware Corp., Manchester, N. H.
U. S. Victor Fountain Pen Co., Inc., P. O. Box 19105, Houston 24, Texas
Universal Fountain Brush Co., P. O. Box 295, St. Petersburg, Fla.
Universal Fountain Pen & Pencil Co., Inc., 146 W. 26th St., New York 1, N. Y.
Universal Index Tab Co., 2729 Second Ave., Seattle 1, Wash.
Universal Manufacturing Stationers, Inc., 212 S. Los Angeles St., Los Angeles 12, Calif.
Universal Pad & Tablet Corp., 15 Park Row, New York, N. Y.
Universal Paper Goods Co., 3510 S. Garfield Ave., Los Angeles 22, Calif.
Universal Shredder Co., 317 W. Lyon St., Saginaw, Mich.
Universal Steel Equipment Corp., 32-33 47th Ave., Long Island City, N. Y.
University of Chicago Press, 5801 S. Ellis Ave., Chicago, Ill.
University of Illinois Press, Urbana, Ill.

V

V. & E. Mfg. Co., 766 S. Fair Oaks Ave., Pasadena, Calif.
Vail Co., Woodland Hills, Calif.

VAIL MFG. CO., 900 E. 95th St., Chicago 19, Ill.
(See advertisement on page 266)

VALCO CO., 1311-15 Ann Ave., St. Louis 4, Mo.
(See advertisement on page 237)

Valid Process Co., 12 W. 21st St., New York 10, N. Y.
Valley Forge Flag Co., Spring City, Pa.
Valley Paper Co., Holyoke, Mass.
Van Dyke Division, General Lamps Mfg. Corp., Elwood, Ind.
Van Norman Molding Co., 4631 Cottage Grove Ave., Chicago 15, Ill.
Van Valkenburg, L. D., Co., 25 Montgomery St., Holyoke, Mass.
Van Wyck Products Co., Inc., 385 E. Green St., Pasadena 1, Calif.
Vance, Hart, Co., 722 N. 17th St., St. Louis, Mo.
Vanella, C. J., Co., Inc., 257 William St., New York, N. Y.
Vanpe, Inc., 4613 S. State St., Chicago 9, Ill.
Vari-Color Duplicator Co., 435 S. Lincoln, Shawnee, Okla.
Varigraph Co., Inc., P. O. Box 690, Madison, Wis.
Vasari, Inc., 130 W. 20th St., New York 11, N. Y.
Veeder-Root, Inc., 70 Sargeant St., Hartford 2, Conn.
Veet Industries, 25753 Groesbeck Hwy., East Detroit, Mich.
Veri-Nu Products Co., 428 S. Palm Ave., Alhambra, Calif.
Vernon, S. E. & M., Inc., 65 Duane St., New York 7, N. Y.
Versen, Kurt, Lamps, Inc., 4 Slocum Ave., Englewood, N. J.
Vevier Loose-Leaf Co., Inc., 2533 Sullivan Ave., St. Louis 7, Mo.
Vickery Tape & Machine Co., Inc., 286 W. 3rd St., Rr., Peru, Ind.
Victor Adding Machine Co., 3900 N. Rockwell St., Chicago 18, Ill.

VICTOR SAFE & EQUIPMENT, Dealer Sales Division, Remington Rand Inc., 315 Fourth Ave., New York 10, N. Y.
(See advertisements on pages 159, 170, 198, 233, 248, 285)

Victorian Pencil Co., 318 W. 42nd St., New York, N. Y.
Victory Mfg. Co., 1722 W. Arcade Place, Chicago, Ill.
Viking Air Conditioning Corp., 5601 Walworth Ave., Cleveland, Ohio
Viking Specialty Co., 530 Golden Gate Ave., San Francisco, Calif.
Vilas-Mages Co., 2010 W. Carroll Ave., Chicago, Ill.
Vimco Mfg. Co., Inc., 105 Brayton St., Buffalo 13, N. Y.
Virginia Metal Products, Inc., Orange, Va.
Virtue Bros. Mfg. Co., 5701 W. Century Blvd., Los Angeles 45, Calif.
Visirecord, Inc., 54 Railroad Ave., Copiague, L. I., N. Y.
Visual Plant Layouts, Inc., Penn Ave. at River, Oakmont, Pa.
Vita Specialties Co., 693 Broadway, New York 12, N. Y.
Vocaline Co. of America, Inc., Old Saybrook, Conn.

VOGEL-PETERSON CO., 1121 W. 37th St., Chicago 9, Ill.
(See advertisement on page 236)

Volger Mfg. Co., 82 Fulton St., Elizabeth 1, N. J.
Volland, P. F., Co., 8 Richards St., Joliet, Ill.
Voos Co., 161 Porter St., New Haven 11, Conn.
Vue-Fax Corp., 655 Main St., Westbury, N. Y.

W

Wabash Filing Supplies, Inc., Wabash, Ind.
Wabash Metal Products Co., P. O. Box 305, Wabash, Ind.
Waco Products, Inc., 2054 W. Grand Ave., Chicago 12, Ill.
Wagner, Walter, Corp., 1186 Broadway, New York, N. Y.
Walbuck Crayon Co., Andover, Mass.
Waldes Kohinoor, Inc., 47-16 Austil Place, Long Island City, N. Y.
Walker, Frank R., Co., 173 W. Madison St., Chicago, Ill.
Wallace Pencil Co., 2001 S. Hanley Rd., St. Louis, Mo.
Walton Laboratories, Inc., 1186 Grove St., Irvington, N. J.
Wansco Paper Products Co., Inc., 409 Pearl St., New York 7, N. Y.
Ward, John J., Inc., 23-08 Jackson Ave., Long Island City, N. Y.
Ward, Samuel, Mfg. Co., 29 Melcher St., Boston 10, Mass.
Warren, Harry, Mfg. Co., 127 S. Market St., Chicago 6, Ill.
Warren-Knight Co., 136 N. 12th St., Philadelphia 7, Pa.
Warren Leather Goods Co., 34 Austin St., Worcester 2, Mass.
Warshaw Mfg. Co., Inc., 1 Main St., Brooklyn 1, N. Y.
Washburn Co., Gorton Bldg., Worcester, Mass.
Wassell Organization, Inc., P.O. Box 390, Westport 90, Conn.
Waterbury Companies, Inc., Waterbury, Conn.
Waterbury Tack Co., Inc., Shelton, Conn.
Waterman Pen Co., Inc., 1 De Forest St., Seymour, Conn.
Waters & Waters Branch, 1610 Locust St., St. Louis, Mo.
Watkins Industries, 3816 Southern Blvd., Youngstown 12, Ohio
Watson Mfg. Co., Inc., Jamestown, N. Y.
Watt & Gilliogly, Inc., 7 S. Dearborn St., Chicago 3, Ill.
Watts, Alfred Allen, Co., Inc., 216 William St., New York 38, N. Y.
Wausau Paper Mills Co., 111 W. Washington Blvd., Chicago, Ill.
Waxon-Carboff, Inc., 8 Commercial St., Rochester, N. Y.
Weatherly Index Co., P. O. Box 103, Tampa, Fla.
Weber Addressing Machine Co., 200 W. Central Rd., Mt. Prospect, Ill.
Weber Bros. Metal Works, 108 N. Jefferson St., Chicago 6, Ill.
Weber Costello Co., Chicago Heights, Ill.
Weber, F., Co., 1220 Buttonwood St., Philadelphia 23, Pa.
Weber-Knapp Co., 441 Chandler St., Jamestown, N. Y.
Weber Lithographing Co., 3305 W. Harrison St., Chicago 24, Ill.
Weber Showcase & Fixture Co., Inc., 5700 Avalon Blvd., Los Angeles 54, Calif.
Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago, Ill.
Webster Electric Co., Clark & DeKoven Sts., Racine, Wis.

WEBSTER, F. S., CO., 13 Amherst St., Cambridge 42, Mass.
(See advertisement on page 61)

Weeks, Frank A., Mfg. Co., 115 Worth St., New York 13, N. Y.
Weigel, E. O., & Sons, 206 First St., Newark 7, N. J.
Weil, J. H., & Co., 1332 Cherry St., Philadelphia 7, Pa.
Weis Mfg. Co., 162 Union St., Monroe, Mich.
Welch Industries, 8557 San Fernando Rd., Sun Valley, Calif.
Welch, W. M., Mfg. Co., 1515 N. Sedgwick St., Chicago, Ill.
Welch, W. W., Co., Enquirer Bldg., Cincinnati, Ohio

WELHAM METAL PRODUCTS CO., Michigan City, Ind.
(See advertisement on page 144)

Wells Chair Corp., Michigan City, Ind.
Wells Furniture Mfg. Co., Laurel, Miss.
Welsh Mfg. Co., Troy & Oak Sts., Providence, R. I.
Welty Pen & Repair Co., Licking, Mo.
Wendell-Northwestern, Inc., 87 E. 5th St., St. Paul, Minn.
Werner's Mfg. Co., 1011 S. Hutchins St., Lodi, Calif.

Westcort Co., 60 E. 42nd St., New York 17, N. Y.
Westcott Rule Co., Inc., Seneca Falls, N. Y.
West-Dempster Co., 173 Ottawa St., N.W., Grand Rapids, Mich.
Western Bank & Office Supply, 2021 W. Race Ave., Chicago, Ill.
Western Loose Leaf Co., 1045 Sansome St., San Francisco, Calif.

WESTERN MFG. CO., 532-544 N. Highland Ave., Aurora, Ill.
(See advertisement on page 104)

Western Paper Converting Co., Salem, Ore.
Western Paper Goods Co., 1224-48 W. 8th St., Cincinnati 3, Ohio
Western Reserve Laboratories, 1438 St. Clair Ave., Cleveland 14, Ohio
Western Rubber Co., Goshen, Ind.
Western States Envelope Co., 1616 W. Pierce St., Milwaukee 4, Wis.
Western Tablet & Staty. Corp., Hulman Bldg., Dayton, Ohio
Western Wholesale Stationers, Ltd., 540 S. Alameda St., Los Angeles, Calif.
Westinghouse Electric Corp., 401 Liberty Ave., Pittsburgh, Pa.
Wetter Numbering Machine Co., Atlantic Ave. & Logan St., Brooklyn, N. Y.
Wetzel, P. A., & Son, 5653 W. Ohio St., Chicago, Ill.

WHEELDEX & SIMPLA PRODUCTS, INC., 40 Bank St., White Plains, N. Y.
(See advertisement on page 162)

WHEELER, M. G., CO., INC., 22 W. Putnam Ave., Greenwich, Conn.
(See advertisement on page 204)

Wheeler-Van Label Co., 13 McConnell St., S.W., Grand Rapids, Mich.
Whirl-O-Matic, Inc., 350 5th Ave., New York 11, N. Y.
White, O. C., Co., Worcester, Mass.
White Rubber Co., Ravenna, Ohio
White-Washburne Co., Inc., Hinsdale, N. H.
White & Wyckoff Mfg. Co., Holyoke, Mass.
Whitehall, Inc., 8 E. 12th St., New York, N. Y.
Whitehead & Hoag Co., 272 Sussex Ave., Newark, N. J.
Whitehouse Products, Inc., 360 Furman Ave., Brooklyn, N. Y.
Whiting Paper Co., Gatehouse Rd., Holyoke, Mass.
Whiting-Plover Paper Co., Stevens Point, Wis.
Whitlock Corp., 520 S. Fulton Ave., Mt. Vernon, N. Y.
Whitman Publishing Co., 1220 Mound St., Racine, Wis.
Wholesale Typewriter Co., The, 155 Sixth Ave., New York 13, N. Y.
Wick & Rouillot, 110 W. Airy St., Norristown, Pa.
Widder, J., & Co., 110 Fifth Ave., New York 11, N. Y.
Wiemer's, Inc., 1644 Barnum Ave., Stratford, Conn.
Wierenga Upholstering Co., 708 W. Leonard St., Grand Rapids, Mich.
Wiggins, John B., Co., 638 S. Federal St., Chicago 5, Ill.
Wilkinson Publishing Co., Ltd., 200 Fifth Ave., New York 10, N. Y.
Wilmer, E. P., Inc., 3044 Riverside Dr., Los Angeles 39, Calif.
Wilson Gold Stamping Machine Co., 1855 Hillhurst Ave., Hollywood 27, Calif.

WILSON JONES CO., 209 S. Jefferson St., Chicago 6, Ill.
(See advertisements on pages 34, 35)

Wilson Mfg. Co., Inc., 10 Thatcher St., Boston, Mass.
Wilson Memindex Co., 149 Carter St., Rochester 21, N. Y.
Winfield Mfg. Co., 226 Belleville Ave., New Bedford, Mass.
Wing's, Chauncey, Sons, Greenfield, Mass.
Winship Co., Utica, N. Y.
Winslow Product Engineering Corp., 47 St. Joseph St., Arcadia, Calif.
Winston, John C., Co., 1010 Arch St., Philadelphia 7, Pa.
Winston Mfg. Co., 54 Bleecker St., New York, N. Y.
Winter Stamping Co., 221 W. Washington St., Goshen, Ind.
Wire-O Corp., 205 Cottage St., Poughkeepsie, N. Y.
Wisconsin Chair Co., Port Washington, Wis.
Wiss, J., & Sons Co., 33 Littleton Ave., Newark 7, N. J.
Wolber Duplicator & Supply Co., 1203 W. Cortland St., Chicago 14, Ill.
Wolf Brothers, Inc., 340 N. 12th St., Philadelphia 11, Pa.
Wolf Envelope Co., 1749 E. 22nd St., Cleveland, Ohio
Wolfe Brush Co., 1015 Pennsylvania Ave., Pittsburgh, Pa.
Wood Displays Mfg. Co., c/o Wolfe, 111 W. 48th St., New York 36, N. Y.
Wood-Regan Instrument Co., Inc., Nutley, N. J.
Worcester Envelope Co., 110 Foster St., Worcester 8, Mass.
Worcester Wire Novelty Co., Inc., 2635 Boston St., Baltimore 24, Md.
Worden Co., 200 E. 17th St., Holland, Mich.
Workman Mfg. Co., 1200 W. Monroe St., Chicago, Ill.
Work-Organizer Specialties Co., 4044 W. Jefferson Ave., Detroit 9, Mich.
World Mfg. Co., 132 W. 21st St., New York 11, N.Y.
World Publishing Co., 2231 W. 110th St., Cleveland 2, Ohio.
Worner Electronic Devices, Rankin, Ill.
Wrenn Paper Co., Inc., P.O. Box 192, Middletown, Ohio.
Wright Line, Inc., 101 Exchange St., Worcester 8, Mass.
Wrightsville Hardware Co., Wrightsville, Pa.
Write, Inc., 420 Lexington Ave., New York 17, N. Y.

X Y Z

X-acto, Inc., 48-41 Van Dam St., Long Island City 1. N. Y.
Yale & Towne Mfg. Co., Chrysler Bldg., New York, N.Y.
Yale Filing Supply Co., 409 E. Third St., Los Angeles 13, Calif.
Yankee Paper & Specialty Co., Merasha, Wis.
Yawman and Erbe Mfg. Co., 1099 Jay St., Rochester 3, N. Y.
Yerg, Inc., 85 Washington Ave., Belleville 9, N. J.
York Corp., York, Pa.
York Printing Co., 732 S. Federal St., Chicago 5, Ill.

YORK SAFE AND LOCK CO., Canton 2, Ohio
(See advertisement on page 251)

Young Chair Co., 1000 Diamond St., Philadelphia 22, Pa.
Zellerbach Paper Co., 534 Battery St., San Francisco, Calif.

ZEPHYR AMERICAN CORP., 95 Morton St., New York 14, N. Y.
(See advertisement on page 162)

Zippo Mfg. Co., 330 Blaisdell St., Bradford, Pa.

TRADE ASSOCIATIONS

Office Furniture

BOSTON OFFICE FURNITURE ASSOCIATION
President, Maxwell Brown, M. Brown & Co.; Secretary, Richard J. Feffer, Business Equipment Corp., 153 Federal St., Boston, Mass.

EXECUTIVE FURNITURE GUILD OF AMERICA
President, C. R. Thomas, A. Pomerantz Co.; Executive Director, George W. Reinoehl, Exhibitors Bldg., Grand Rapids, Mich.
Regular Meetings: Held semi-annually, March and September at Grand Rapids.

NATIONAL OFFICE FURNITURE ASSOCIATION, INC.
President, Bernard H. Nemlich, Regan Furniture Corp.; Executive Director, John R. Gray, 327 S. LaSalle St., Chicago 4, Ill.

NEW JERSEY OFFICE FURNITURE ASSOCIATION
President, Morton J. Schuman, American Commercial Equipment Co.; Secretary, Bob Farkas.
Regular Meetings: Once every three months, 6:30 P.M., Robert Treat Hotel, Newark.

NATIONAL OFFICE FURNITURE ASSOCIATION (N. Y.)
President, Dan Waldner, D. Waldner Co., Inc.; Secretary, Paul Dancker, Jr., Dancker & Sellew, Inc., 318 Broadway, New York, N. Y.
Regular Meetings: First Monday each month, 6:30 P.M., Brass Rail.

NATIONAL OFFICE FURNITURE ASSOCIATION (PHILADELPHIA)
President, Sam Galespie, Samuel Galespie Co.; Recording Secretary, Horace Laurence, Horace M. Laurence, 1502 W. Thompson St., Philadelphia 21, Pa.
Regular Meetings: Fourth Monday every month, University Club, 226 S. 16th St., Philadelphia, Pa.

NATIONAL OFFICE FURNITURE ASSOCIATION (WASHINGTON, D. C.)
President, H. V. Boswell, Jr., Office Furniture, Inc.; Secretary-Treasurer, Lee Hervey, Commercial Office Furniture Co., Inc., 915 E St., N.W., Washington 4, D. C.
Regular Meeting: Third Monday each month, 6:30 P.M., Lafayette Hotel.

OFFICE EQUIPMENT DEALERS OF CENTRAL FLORIDA
President, Jack Kline, Orlando Office Supply Co.; Secretary, Jack Herman, O'Neal-Branch Co., Inc., P. O. Box 1967, Orlando, Fla.
Regular Meetings: Last Tuesday noon each month, luncheon. Place selected monthly and membership notified.

NATIONAL OFFICE FURNITURE ASSOCIATION (CHICAGO)
President, Hy Natovich; Secretary, Wm. J. Lome, M. R. Lome & Co., 233 W. Lake St., Chicago, Ill.
Regular Meetings: First Monday each month, 6:00 P.M., Blue Note Restaurant, Chicago.

SOUTHERN CALIFORNIA OFFICE FURNITURE ASSOCIATION
President, D. E. O'Hern, Hollywood Office Furniture Co.; Secretary-Treasurer, Charlene McCamant, Dray Mfg. Co., 4961 E. 52nd Pl., Los Angeles, Calif.
Regular Meeting: First Monday each month.

W. VA. OFFICE EQUIPMENT DEALERS ASSOCIATION
President, Gene Hall, May Office Service; Secretary, Forest O'Dell, Laird Office Equipment Co., Charleston, W. Va.
Regular Meetings: Last Saturday in each month of January, April, July, October at Charleston, except summer meeting usually held elsewhere.

Office Machines

CHICAGO OFFICE MACHINE DEALERS ASSOCIATION
President, Harvey Miner, Miner Business Machines Co.; Secretary, Willard Kunze, Southtown Typewriters & Appliances, 545 E. 79th St., Chicago 19, Ill.
Regular Meetings: Second Tuesday each month, 6:30 P.M., Maryland Hotel.

GREATER ST. LOUIS OFFICE MACHINE DEALERS ASSN.
President, William Simpkins, Tiffany Stand Co.; Secretary, Michael H. Klemsch, Business Letter Co., 123 N. 8th St., St. Louis 1, Mo.
Regular Meetings: Second Thursday every month, Mark Twain Hotel.

HOUSTON OFFICE MACHINE DEALERS ASSOCIATION
President, Edwin T. Feigle, Edwin T. Feigle Co., Secretary-Treasurer, Mrs. Constance Ellison, Ellison Adding Machine & Typewriter Co., 1614 Ridgewood Ave., Houston 6, Tex.
Regular Meetings: Noon, Third Friday each month.

MILWAUKEE TYPEWRITER & OFFICE MACHINE DEALERS ASSN., INC.
President, Bill Dick, Integrity Typewriter Co.; Secretary-Treasurer, Don H. Rudolph, Advance Typewriter Co., 2935 W. Vliet St., Milwaukee, Wis.
Regular Meetings: Second Monday each month, 6:30 P.M., Forst-Keller.

(Continued on page 22)

TRADE ASSOCIATIONS—*Continued from page 21*

MINNESOTA OFFICE MACHINE DEALERS ASSOCIATION
President, Mahlon J. Bilodeau, Allan Office Machines Co.; Secretary, Harold Shaw, Dictation-Systems, Inc., 3012 University Ave., S.E., Minneapolis, Minn.
Regular Meetings: First Tuesday every month.

NATIONAL OFFICE MACHINE DEALERS ASSOCIATION
President, Wilbur E. Walker, Wilbur E. Walker Co.; Executive Secretary, Harold W. Mann, 1267 N. Wilton Pl., Los Angeles 38, Calif.

NEW ENGLAND OFFICE MACHINE DEALERS ASSOCIATION
President, J. Vincent Magee, Magee Office Equipment Co.; Secretary-Treasurer, Vin Turner, Turner & Co., 55 Broad St., Boston, Mass.

NORTHERN CALIFORNIA OFFICE MACHINE DEALERS ASS'N.
President, Ed. Peck, Peck's Office Appliance Co., Inc.; Secretary, Pete Tobin, Office Appliance Co., 159 New Montgomery St., San Francisco, Calif.
Regular Meetings: Second Friday every month.

OFFICE MACHINE DEALERS ASSOCIATION OF NEW YORK, INC.
President, Harold Peck, Ideal Business Machines; Executive Secretary, Lemuel Bannister, Jr., 342 Madison Ave., New York 17, N. Y.
Regular Meetings: Second Tuesday each month, 8 P.M., Hotel Governor Clinton.

OFFICE MACHINE DEALERS ASSOCIATION OF PENNSYLVANIA, NEW JERSEY AND DELAWARE
President, Herbert E. Toussaint; Secretary, Fred Washbourn, Remington Rand, Inc., 1624 Locust St., Philadelphia, Pa.
Regular Meetings: First Monday each month, M.L.A. Club, 1513 Walnut St., Philadelphia.

PACIFIC NORTHWEST OFFICE MACHINE DEALERS ASS'N.
President, Lynn Roper, Roper Office Machines; Secretary, James C. J. Martin, U. Mimeo & Typewriter Co., 4226 University Way, Seattle 5, Wash.
Regular Meetings: Monthly, different cities.

SOUTHERN CALIFORNIA OFFICE MACHINE DEALERS ASS'N.
President, Ed. M. Suderman, Business Machines & Equipment Co.; Executive Secretary, Dorothy E. Kramer, 1319 Gates Place, South Pasadena, Calif.
Regular Meetings: Third Monday each month, Roger Young Auditorium, Los Angeles.

TEXAS OFFICE MACHINE DEALERS ASSOCIATION
President, Leonard Strealy, Leonard Strealy Typewriter Co.; Secretary-Treasurer, J. W. Kirven, 925 Hemphill, Fort Worth, Texas.

TYPEWRITER DEALERS ASSOCIATION OF DENVER
President, Louis Santangelo, Jr., J. S. Stahl & Co.; Secretary-Treasurer, Frank Stark, The Typewriter Exchange, Inc., 717 17th St., Denver, Colo.
Regular Meetings: Second Monday each month, 6:30 P.M., Albany Hotel.

WASHINGTON OFFICE MACHINE DEALERS ASS'N.
President, Kell Reimann, Kells Typewriter Service; Secretary-Treasurer, R. L. Densford, Dealer Sales Div., Remington Rand, Inc., 810 Connecticut Ave., N.W., Washington 6, D. C.
Regular Meetings: Second Monday of each month at Continental Hotel, Washington, D. C.

WESTERN PENNSYLVANIA OFFICE MACHINE DEALERS ASS'N.
President, Emil J. Tracey, Butler, Pa.; Secretary, John L. Hudak, 11 Wood St., Pittsburgh, Pa.

Stationery Dealers

ATLANTA STATIONERS ASSOCIATION
President, Sidney Moldow, Office Supply Co.; Secretary, Gene Owenby, Ivan Allen Co., 29 Pryor St., N.E., Atlanta 1, Ga.
Regular Meetings: First Thursday night each month.

BALTIMORE STATIONERS ASSOCIATION
President, Alan E. Behrend, Lucas Bros., Inc.; Secretary, Melvin H. Atkinson, Towson Stationers, 14 W. Pennsylvania Ave., Baltimore 4, Md.
Regular Meetings: Third Thursday each month.

BATON ROUGE STATIONERS CLUB
President, T. Bowles, Blake & Bowles Office Supply; Secretary, Garnet Genius, Louisiana Office Supply Co., Baton Rouge, La.
Regular Meetings: Second Tuesday each month, 7 P.M., Spinso's Restaurant.

BOSTON STATIONERS ASSOCIATION
President, Walter M. Tanch, L. B. Moody Co.; Secretary-Treasurer, Harley J. Lewis, Wards Stationers, 57 Franklin St., Boston 10, Mass.
Regular Meetings: Third Monday each month, Hotel Kenmore.

BUFFALO STATIONERS CLUB
President, Charles Smith, Eagle Office Equipment Co., Inc.; Secretary-Treasurer, James Sutherland, Sutherland Stationery & Printing Co., Inc., 2929 Delaware Ave., Kenmore, N. Y.
Regular Meetings: First Monday each month, Hotel Worth.

CHI-CO (CHICAGO STATIONERS CLUB)
President, Ernest R. Lund, Englewood Blue Print; Secretary-Treasurer, Mrs. M. Klein, Auburn Park Stationers, 7739 S. Halsted St., Chicago, Ill.

CONNECTICUT VALLEY STATIONERS ASSOCIATION
President, Burton Knust, Burt & Dell Co.; Secretary, Charles R. Weldon, Adkins Printing Co., 66 Church St., New Britain, Conn.

DETROIT STATIONERS ASSOCIATION
President, Harry Jesse, Gratiot Office Supply; Secretary, Sid Fineberg, Acme Paper Co., 338 W. Jefferson, Detroit 26, Mich.
Regular Meetings: Third Wednesday each month, 6:30 P.M., Detroit Leland Hotel.

JACKSON STATIONERS ASSOCIATION
President, Henry Hederman, Hederman Brothers; Secretary, John Walker, Mississippi Stationery Co., Jackson, Miss.
Regular Meetings: Fourth Tuesday each month, 6 P.M., Primos on N. State St.

KANSAS CITY STATIONERS ASSOCIATION
President, Howard Hendricks, Allen Marking Products; Secretary-Treasurer, Brian C. Nodwell, Crowley-Reuter Stationery and Printing Co., 932 Wyandotte St., Kansas City, Mo.

NATIONAL STATIONERY & OFFICE EQUIPMENT ASS'N.
President, Leonard B. Wilcox, Roberts Printing and Stationery Co.; Secretary and General Manager, Paul E. Burbank, 740 Investment Bldg., Washington 5, D. C.
Regular Meetings: Annually in September or October, The Conrad Hilton Hotel, Chicago. Regional Meetings March to June, Inclusive.

OMAHA STATIONERS ASSOCIATION
President, J. B. Brain, Brain Stationery Co.
Regular Meetings: First Wednesday each month.

OREGON STATIONERS ASSOCIATION
Executive Secretary, Howard Bobbitt, 609 Failing Bldg., Portland 4, Ore.

PACIFIC NORTHWEST STATIONERS ASSOCIATION
Regional Governor, Clarence Larkin, D. C. Way Co.; Secretary, L. E. Smith, 512 First North, Seattle 9, Wash.

PHILADELPHIA STATIONERS ASSOCIATION
President, Charles A. Newcomet, C. F. Heller Bindery; Secretary, Ernst Abe, Jr., William F. Murphy's Sons Co., 315 Arch St., Philadelphia 6, Pa.
Regular Meetings: Third Thursday every month, Robert Morris Hotel.

PIEDMONT STATIONERS ASSOCIATION
President, Ralph B. Moss, Business Equipment Co.; Secretary, James I. Seybt, W. A. Seybt & Co., 16-18 E. McBee Ave., Greenville, S. C.

PRINTERS & STATIONERS ASSOCIATION OF LOUISIANA
President, L. W. Tabb, Lake Charles Office Supply, Inc.; Secretary-Treasurer, Bob Burns, Bob Burns Ptg. Co., Inc., Monroe, La.
Annual Convention: March 18-19, 1955, Lafayette, La.

RICHMOND STATIONERS ASSOCIATION
President, P. M. Valentine, Virginia Stationery Co.; Secretary-Treasurer, J. D. Martin, J. D. Martin Co., 610 E. Main St., Richmond, Va.

STATIONERS ASSOCIATION OF GREATER ST. LOUIS
President, Louis Blair, Blair Office Supply Co.; Secretary, Chester A. Kennedy, William J. Kennedy Staty. Co., 802 Pine St., St. Louis, Mo.
Regular Meetings: Third Monday every month except July and August, York Hotel.

STATIONERS ASSOCIATION OF N. CALIFORNIA, INC.
President, William Morris, Morris Bros.; Secretary-Treasurer, Al Brandhofer, 973 Market St., San Francisco 3, Calif.
Regular Meetings: Palace Hotel, San Francisco, at call of chair.

STATIONERS ASSOCIATION OF W. PENNSYLVANIA
President, J. J. O'Donnell, J. J. O'Donnell Stationery Co.; Secretary, Bernard Martin, Martin Plan-O-Graphic Co., 105 Third Ave., Pittsburgh, Pa.
Regular Meetings: Third Monday each month, Hotel Sheraton, Pittsburgh.

STATIONERS CLUB OF CHICAGO
President, Gerald A. Berk, Berk Office Supply and Equipment Co.; Secretary, Ted Cassin, Johnson-Stack Co., 221 N. LaSalle St., Chicago 1, Ill.
Regular Meetings: Third Monday each month, 6 P.M., Merchants & Manufacturers Club, Merchandise Mart.

STATIONERS CLUB OF INDIANAPOLIS
President, H. A. Shockley, The Bramwood Press; Secretary, Frank Burst, Sentinel Printing Co., 437 E. 10th St., Indianapolis.
Regular Meetings: Twice monthly, 155 Kentucky Ave.

STATIONERS CLUB OF MICHIGAN
President, Ed Klebba, Klebba's Stationers; Secretary, Harold Stingel, Macdonald and Stingel, Saginaw, Mich.
Regular Meetings: Second Wednesdays in February, May, October, in Marshall, Mich.

STATIONERS CLUB OF NEW ORLEANS
President, Harold J. O'Donnell, O'Donnell Bros., Inc.; Secretary, W. E. Eldridge, 1000 Queen & Crescent Bldg., New Orleans 12, La.
Regular Meetings: Second Tuesday every month, 12 noon.

STATIONERS CLUB OF OHIO
President, John E Lucks, Diehl Office Equipment; Secretary, R. H. Kiefer, High's Office Supply Co., Medina, Ohio.

STATIONERS GOLF ASSOCIATION OF NEW YORK
President, Julius M. Kahn, David Kahn, Inc.; Secretary, Howard S. Sanders, Stationers & Publishers Board of Trade, Inc. 200 Fifth Ave., New York 10, N. Y.
Regular Meetings: Second and fourth Tuesdays each month.

STATIONERS GUILD OF CANADA, INC.
Executive Secretary, Fred Smart, 19 Richmond St., West Toronto 1, Ontario, Canada.

STATIONERS & PUBLISHERS BOARD OF TRADE, INC.
Executive Secretary, Howard S. Sanders, 200 Fifth Ave., New York 10, N. Y.
Regular Meetings: Second Tuesday every month, 200 Fifth Ave., New York 10, N. Y.

STATIONERS SQUARE CLUB OF GREATER NEW YORK
President, Milton Stone, Milton Stone Associates; Secretary, Sid Diamond, Diamond Stationery Co., 395 Broadway, New York, N. Y.
Regular Meetings: Third Thursday each month.

STATIONERS 12:30 CLUB OF GREATER NEW YORK
President, Ralph Barnett, Blaisdell Pencil Co.
Regular Meetings: Fourth Monday of each month except June, July and August at Rosoff's Restaurant, 147 W. 43rd St., New York, N. Y.

UTAH STATIONERS ASSOCIATION
President, Verne S. Peck, Allsteel Office Supply Co.; Secretary-Treasurer, Joe Meyer, Kelly Co., 23 W. 1st S., Salt Lake City, Utah.
Regular Meetings: Second Monday each month, Newhouse Hotel.

WASHINGTON STATE STATIONERS
Secretary, L. E. Smith, 512 First Ave., N., Seattle 9, Wash.
Regular Meetings: Second Tuesday each month.

WASHINGTON STATIONERS ASSOCIATION
President, Gilbert Major, Stockett-Fiske Co.; Secretary-Treasurer, Joseph B. Runnels, Commercial Office Furniture Co., 915 "E" St., N.W., Washington, D. C.
Regular Meetings: Second Thursday each month, 6:30 P.M., Ambassador Hotel.

WHOLESALE STATIONERS ASSOCIATION OF THE U.S.A.
Secretary-Treasurer, H. C. Whittemore, 250 Fifth Ave., New York 1, N. Y.

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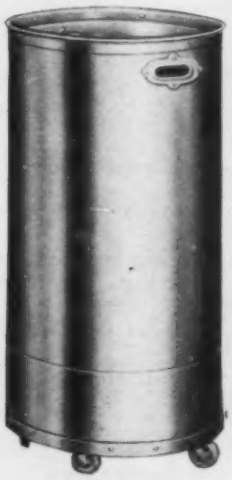
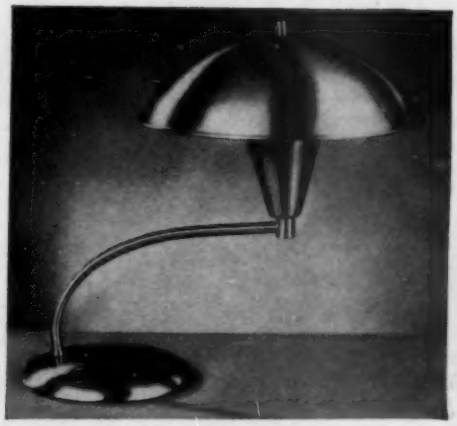


FIBEROK Fibre Receptacle



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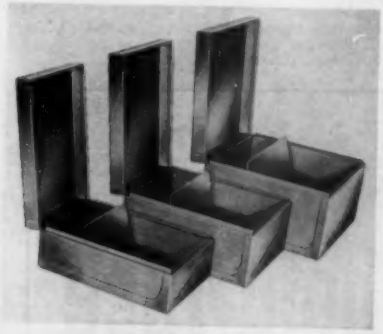
Master Multi-Post Cabinet

E-Z STAC Build-Up Tray



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Master 2¾" Punch
11 Master Models for Every Punching Need

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Tel. BArclay 7-1188

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Wholesale Stationer
19 Hasell Street, Charleston, S. C.
Tel. 3-4543

CLASSIFIED LIST OF PRODUCTS

See alphabetical section beginning on page 4 for addresses of manufacturers and suppliers.

Abstract Covers
(See Covers, Brief)

Account Books
(See Books, Accounting)

Account Files
(See Files, Account)

Accounting Boards
(See Peg Boards, Accounting)

Accounting Forms
(See Forms, Accounting)

Accounting Machines
(See Bookkeeping Machines)

Accounting Machines (Punched Card)
Addressograph-Multigraph Corp.
International Business Machines Corp.
National Cash Register Co.
Remington Rand Inc.
Samas Punched Card Div.

Accounting Systems
(See Books, Accounting, and Bookkeeping Systems)

Adding and Calculating Machine Parts
Addressing Machine & Equipment Co.
Check Writer Co., Inc.
Dehn, I. A., Jr.

when you see a **bold face** listing...

it means the manufacturer has an advertisement in this issue giving further information about his products.

If the ad is not adjacent to the listing, refer to the Advertisers Index just inside the back cover.

use the handy **inquiry-cards** for complete information from advertisers

Adding Machine Rolls
(See Rolls, Paper, Adding Machine)

Adding Machines (Full Keyboard)
Allen, R. C., Business Machines, Inc.
Burroughs Corp.
Clary Multiplier Corp.
Curta Calculator Co.
Felt & Tarrant Mfg. Co.
Monroe Calculating Machine Company, Inc.
National Cash Register Co.
Plus Computing Machines, Inc.
REGNA CASH REGISTERS, INC.
Smith-Corona Inc.
Victor Adding Machine Co.

Adding Machines (Key Set)
Bohn Duplicator Corp.
Rex-Rotary Distributing Corp.

Adding Machines (Rebuilt)
Albright, J. E., & Co.
Calculator Equipment Corp.
Check Writer Co., Inc.
International Office Appliances, Inc.
Mailers Equipment Co.
Office Equipment Corp.
Reliable Typewriter & Adding Machine Co.

Adding Machines (Stylus)
Gem Adding Machine Co.
Ken-Add Machines Co.
Lightning Adding Machine Sales Co.
Phonomatic Office Appliance Co.
Reliable Typewriter & Adding Machine Co.
Tavella Sales Co.

Adding Machines (10-Key)
Addo Machine Co., Inc.
Albright, J. E., & Co.
Allen, R. C., Business Machines, Inc.
Barrett Adding Machine Div., Lanston Monotype Machine Co.
Burroughs Corp.
Clary Multiplier Corp.
Facit, Inc.
Friden Calculating Machine Co., Inc.
Johnston Adding Machine Co.
Monroe Calculating Machine Company, Inc.
O T A Business Machines Division
Precisa Calculating Machine Co., Inc.
Olivetti Corp. of America
Remington Rand Inc., Dealer Sales Division
Swift Business Machines Corp.
UNDERWOOD CORP.
Victor Adding Machine Co.

Addressing Machine Stencils
(See Stencils, Addressing Machine)

Addressing Machine Supplies
Addressing Machine & Equipment Co.
Addressograph-Multigraph Corp.
Addressoplate Corp.
Address-O-Rite Stencil & Machine Co., Inc.
Allied Carbon & Ribbon Mfg. Corp.
American Addressing Machine Corp.
BARCO CHEMICAL PRODUCTS CO.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Dashew Business Machines, Inc.
Elliott Addressing Machine Co.
Franklin Ribbon & Carbon Co.
HEYER CORP. (Spirit)
(See Catalog Insert, Pages 129-132)
MASTER ADDRESSER CO.
Miller-Bryant-Pierce
National Address Plate Co.
Phillips Process Co., Inc.
Rittenhouse Paper Co.
Visirecord, Inc.
Weber Addressing Machine Co.

Addressing Machines (Fiber Stencil)
Elliott Addressing Machine Co.
Multistamp Co., Inc.
Weber Addressing Machine Co.

Addressing Machines (Metal Plate)
Addressograph-Multigraph Corp.
American Addressing Machine Corp.
Dashew Business Machines, Inc.
National Address Plate Co.
Nettle Mfg. Co.
Pollard-Alling Mfg. Co.
Rex-Rotary Distributing Corp.

Addressing Machines (Rebuilt)
Addressing Machine & Equipment Co.
Addressoplate Corp.
Albright, J. E., & Co.
Dashew Business Machines, Inc.
Mailers Equipment Co.
National Address Plate Co.

Addressing Machines (Spirit)
American Photo Laboratories
DIEBOLD, INC.
Duplicopy Co.
Hart Mfg. Co.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
MASTER ADDRESSER CO.
Reynolds & Reynolds Co.
S. & M. DISTRIBUTING CO.
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Visirecord, Inc.
Weber Addressing Machine Co.

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- ciphers printed automatically
- signals for subtract, multiply, sub-total and total printed
- correction key clears entire keyboard
- lifetime handle construction
- scientifically designed moulded keys
- trouble-free performance . . . minimum maintenance

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IN CANADA: Regna Cash Registers of Canada Ltd., 704 Notre Dame St. W., Montreal, Que., and Business Equipment Machines, 489-R King St. W., Toronto, Ont.

OUTSIDE CONTINENTAL U.S.: Jorgen S. Lien, Box 507, Bergen, Norway.

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Address_____

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Adhesive Dispensers
(See Dispensers, Adhesive)

Adhesives (Cement, Rubber and Thinners)
Adhesive Products Corp.
American Latex Products Corp.
BB Chemical Co.
Cardinell Corp.
Carter's Ink Co., The
Commercial Paste Co.
Craftint Mfg. Co.
Crescent Products Co.
Du Pont, E. I., de Nemours & Co.
Elliott, B. K., Co.
Favor, Ruhl & Co.
General Cement Mfg. Co.
GLUE-FAST EQUIPMENT CO., INC.
Goodrich, B. F., Co.
Grumbacher, M., Inc.
Industrial Latex Co.
Le Page's, Inc.
Melind, Louis, Co.
MONET CO.
Pomeroy, I., Co.
S. S. Artist Materials, Inc.
Sanford Ink Co.
Scriptex Products Co., Inc.
Stafford, S. S., Inc.
Union Rubber & Asbestos Co.

Adhesives (Glue)
Abco Plastic & Supply Co.
American Writing Ink Co., Inc.
Arabol Mfg. Co.
Commercial Paste Co.
Crescent Products Co.
Davids, W. I., & Co.
Diamond Ink & Adhesive Co.
Gane Bros. & Lane, Inc.
General Cement Mfg. Co.
GLUE-FAST EQUIPMENT CO., INC.
Higgins Ink Co., Inc.
Industrial Latex Co.
Le Page's, Inc.
Sanford Ink Co.
Sapphire Products
Schwartz Chemical Co.
Scriptex Products Co., Inc.
U. S. Plywood Corp.

Adhesives (Mucilage)
American Crayon Co.
American Writing Ink Co., Inc.
Arabol Mfg. Co.
BRADLEY, MILTON, CO.
Carter's Ink Co., The
Commercial Paste Co., The
Crescent Products Co.
Davids, Thaddeus, Ink Co., Inc.
Diamond Ink & Adhesive Co.
Industrial Latex Co.
Le Page's, Inc.
Levison & Blythe Mfg. Co.
Pomeroy, I., Co.
Sanford Ink Co.
Scriptex Products Co., Inc.
Stafford, S. S., Inc.

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Adhesive Products Corp.
American Crayon Co.
American Writing Ink Co., Inc.
Arabol Mfg. Co.
BINNEY & SMITH INC.
BRADLEY, MILTON, CO.
Commercial Paste Co., The
Crescent Products Co.
Davids, Thaddeus, Ink Co., Inc.
Diamond Ink & Adhesive Co.
Gane Bros. & Lane, Inc.
Gaylord Bros., Inc.
GLUE-FAST EQUIPMENT CO., INC.
Higgins Ink Co., Inc.
Industrial Latex Co.
Le Page's, Inc.
Levison & Blythe Mfg. Co.
Pomeroy, I., Co.
Sanford Ink Co.
Scriptex Products Co., Inc.
Stafford, S. S., Inc.
Ward, John J., Inc.

Advertising Specialties
(General Line)
American Art Works
American Binder Co.
American "falcon" Mfg. Corp.
Angler's Products Co.
Art Plastics Mfg. Co.
Artmor Plastics Corp.
Autopoint Co.
Ballard Pencil Co.
Bastian Bros. Co.
BAUMGARTEN, FRED
BLANK, ARTHUR, & CO., INC.

Boyle Leather Goods Co., Inc.
Brown & Bigelow
Brownie Mfg. Co.
Buxton, Inc.
Carroll, J. B., Co.
Charm Products Mfg. Corp.
Collier Mfg. Corp.
Colson, U. O., Co.
Compass Instrument & Optical Co., Inc.
Continental Mfg. Co., Inc.
Creative Plastics Corp.
Cruver Mfg. Co.
Ehlbert Products
ELBE FILE & BINDER CO., INC.
Emeloid Co., Inc.
Finch & McCullough
Forbes Products Corp.
Fox Co.
General Diaries Corp.
Gits Molding Corp.
Goes Lithographing Co.
Grammes, L. F., & Sons, Inc.
Green Duck Metal Stamping Co.
Guedon Co.
HAZEL-VINYL PRODUCTS
Knickerbocker Leather & Novelty Co., Inc.
Lexington Leather Goods Co.
MAYER MFG. CO.
MAYFAIR CO.
Metropolitan Cutlery Co.
Morris, Bert M., Co.
Murphy, Thos. D., Co.
Nichols Products Corp.
Northeastern Plastics, Inc.
Parisian Novelty Co.
Patent Novelty Co.
Pen-N-Pencil Co.
Plastic Service Co.
Postamatic Co.
Quick Point Pencil Co.
Quigley Co.
REDI-RECORD PRODUCTS CO.
Regal & Wade Mfg., Inc.
Robert Mfg. Co.
Sanders Mfg. Co.
SENGBUSCH SELF-CLOSING INKSTAND CO.
Serolite Corp.
STANDARD DIARY CO.
Stationers Specialty Corp.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
Vail Co.
Whitehead & Hoag Co.
WILSON JONES CO.
ZEPHYR AMERICAN CORP.

Affixers (Stamp)
(See Stamp Affixers)

Air Circulators
(See also Fans, Electric)
Berns Mfg. Corp.
Commander Mfg. Co.
Dayton Electric Mfg. Co.
Diehl Mfg. Co.
Emerson Electric Mfg. Co.
Fasco Industries, Inc.
General Electric Co.
Guth, Edwin F., Co.
Howard Industries, Inc.
Kisco Co., Inc.
Lucas Mfg. Co.
Mandel, A., & Co., Inc.
Robbins & Myers, Inc.
Sutton, O. A., Corp.
Viking Air Conditioning Corp.
Welch, W. W., Co.
Westinghouse Electric Corp.

Air Conditioning Units
Airtemp Div., Chrysler Corp.
Carrier Corp.
Fresh'nd Aire Co.
Frigidaire Div.
General Electric Co.
Mitchell Mfg. Co.
Pleasantaire Corp.
Sutton, O. A., Corp.
U. S. Air Conditioning Corp.
Viking Air Conditioning Corp.
Westinghouse Electric Corp.
York Corp.

Air Mail Envelopes
(See Envelopes, Air Mail)

Air Mail Paper
(See Paper, Air Mail; Stationery, Air Mail)

Albums (Autograph)
(See Books, Guest)

Albums (Photograph)
Ace Art Co.
Acme Visible Records, Inc.
Allegan Paper Products Co.
AMBERG FILE & INDEX CO.
American Binder Co.
American Kleer-Vu Plastics, Inc.
Arel, Inc.
Art Plastics Mfg. Co.
Bert Mfg. Co.
BLANK, ARTHUR, & CO., INC.
Camille Co., Inc.
Charm Products Mfg. Corp.
COOKS', INC.
Develco Products
Ehlbert Products
Elam-Elkhart Staty. Co.
ELBE FILE & BINDER CO., INC.
Emery Book Co.
Eureka Specialty Printing Co.
Forbes Products Corp.
General Diaries Corp.
Grand Rapids Loose Leaf Binder Co.
Guedon Co.
Harlich Corp.
Hanson, J. L., Co.
Horn, W. C., Bro. & Co.
Kingsbacher-Murphy Co.
Kirk Plastic Co.
MEIER, JOSHUA, CO., INC.
Miles, E. E., Co.
Modern Desk Pad Mfg. Co.
Nascon Products Division
Nu-Style Album and Binder Co.
Plastic Service Co.
REDI-RECORD PRODUCTS CO.
Regal & Wade Mfg., Inc.
SAINBERG & CO., INC.
Sell Corp.
Smith, S. K., Co., The
STANDARD DIARY CO.
Star Loose Leaf Co., Inc.
Stationers Specialty Corp.
U-File-M Binder Mfg. Co., Inc.
Ward, Samuel, Mfg. Co.
Widder, J., & Co.
WILSON JONES CO.

Albums (Sales Presentation)
(See Binders, Sales Presentation)

Albums (Stamp)
Charm Products Mfg. Corp.
COOKS', INC.
ELBE FILE & BINDER CO.
Grand Rapids Loose Leaf Binder Co.
Guedon Co.
MEIER, JOSHUA, CO., INC.
Scott Publications, Inc.
Thorp & Martin Corp.
Vita Specialties Co., Inc.

Analysis Pads
(See Pads, Columnar)

Appointment Books
(See Books, Appointment)

Aprons (Office and Shop, Cloth)
Ames Bag Co., Inc.
Ames Supply Co.
Automobile Cover Corp.
Barwel Mfg. Co., Inc.
Can-Pro Corp.
Keep Klean Products Co., Inc.
Reif, A., & Co.
Shipman-Ward Mfg. Co.
Textile Products Co.
Troy Sunshade Co.

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Automobile Cover Corp.
Barwel Mfg. Co., Inc.
Can-Pro Corp.
Forbes Products Corp.
Hennus Co.
Keep Klean Products Co., Inc.
Miller Products Co., Inc.
Plastic Fabricators, Inc.
Robert Mfg. Co.
Textile Products Co.
Troy Sunshade Co.

Arch Files
(See Files, Arch)

Arches (For Arch Files)
Artistic Desk Pad & Novelty Co.
Bandes, Julius, & Co., Inc.
ELBE FILE & BINDER CO., INC.
Gabe Mfg. Corp.
Globe-Wernicke Co.
Handi-Blott Co.
IDL MFG. & SALES CORP.
STEMPEL MFG. CO.
Yawman and Erbe Mfg. Co.

Architects' Supplies
(See Drafting Supplies)

Arm Rests (Bookkeeper's)
STEMPEL MFG. CO.

Artists' Supplies
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American Art Clay Co.
American Crayon Co.
AMERICAN PAD & PAPER CO.
American Pencil Co.
American Writing Ink Co., Inc.
Art Crayon Co., Inc.
Bainbridge's, Charles T., Sons
Baker Brush Co.
BAUMGARTEN, FRED
BINNEY & SMITH INC.
BRADLEY, MILTON, CO.
BROWN, ARTHUR, & BRO., INC.
Bruning, Charles, Co., Inc.
BRUSHMAKERS, INC.
Cardinell Corp.
Compass Instrument & Optical Co., Inc.
Craftint Mfg. Co.
C-Thru Ruler Co.
Delta Brush Mfg. Corp.
DENNISON MFG. CO.
Devoe & Raynolds Co., Inc.
DIXON, JOSEPH, CRUCIBLE CO.
Elliott, B. K., Co.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
Fairgate Rule Co.
Favor, Ruhl & Co.
Fine Art Brush Co., Inc.
Floquil Products, Inc.
General Pencil Co.
Griffin Mfg. Co.
Grumbacher, M., Inc.

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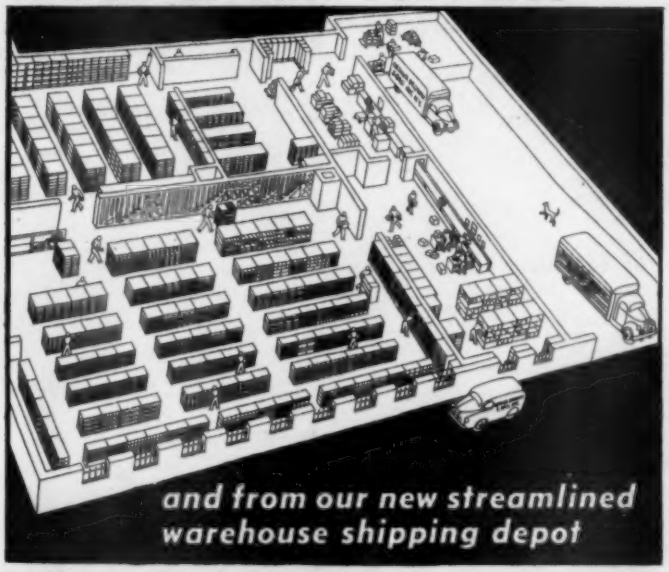

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Rubens	Higgins
Dazor	Marshall
Bourges	Grumbacher
Wrico	Braquette
Beseler	Triangle
Weld	Conte
Prang	Norma
Flo-Paque	Scripto
Artone	Speedball
Ungar	Esterbrook
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Rheinhold Books	Flo-Master
Flex Craft	Foto-Flat
Speed Staplers	Scotch Tape

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Artists Supplies

(Continued from page 27)

Higgins Ink Co., Inc.
HUNT, C. HOWARD, PEN CO. (PENS AND LINOLEUM CUTTERS)
Koh-I-Noor Pencil Co., Inc.
Morilla Co., Inc.
National Card, Board & Mat Co.
Nobema Products Corp.
Paasche Airbrush Co.
Post, Frederick, Co.
Reliance Pencil Corp.
Sanford Ink Co.
STACOR EQUIPMENT CO.
Turner Devices, Inc.
V. & E. Mfg. Co.
Varigraph Co., Inc.
Weber, F., Co., Inc.
Weber Costello Co.
X-acto, Inc.

Ash Stands (Leather Covered)

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Charm Products Mfg. Corp.
GIFT CRAFT LEATHER CO.
McDONALD PRODUCTS CORP.
POLAR MFG. CO.
REDI-RECORD PRODUCTS CO.
Regal & Wade Mfg., Inc.
Smokador Mfg. Co., Inc.
SMO-KING PRODUCTS, INC.

Ash Stands (Metal)

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Aluminum Cooking Utensil Co., Inc.
Arnolt Corp.
Associate Products Co.
Biltwell Products Co.
Campbell Products Co.
Chicago Metallic Mfg. Co.
Colonial-Premier Co.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Emeralite Co., Inc.
Fluorescent Lighting Laboratories
FRANKLIN METAL PRODUCTS CO.
GENERAL LAMPS MFG. CORP.
Gibraltar Mfg. Co., Inc.
Glaro Machine Products Co., Inc.
LA SALLE PRODUCTS CO.
Lawson, F. H., Co.
Loumac Supply Mfg. Corp.
McDONALD PRODUCTS CORP.
Miltier Lighting Products, Inc.
Richards Morgenthau & Co.
Royal Metal Mfg. Co.
Russakov Can Co.
Seymour Products Co.
SMITH METAL ARTS CO., INC.
Smokador Mfg. Co., Inc.
SMO-KING PRODUCTS, INC.
VALCO CO. (ALUMINUM)
Weber Bros. Metal Works
Whirl-O-Matic, Inc.

Ash Stands (Plastic)

Gibraltar Mfg. Co., Inc.
SMO-KING PRODUCTS, INC.
Van Norman Molding Co.

Ash Stands (Wood)

Gibraltar Mfg. Co., Inc.
LA SALLE PRODUCTS CO.
McDONALD PRODUCTS CORP.
Smokador Mfg. Co., Inc.
SMO-KING PRODUCTS, INC.
STEMPEL MFG. CO.

Ash Trays (Glass)

Autopoint Co.
Beaumont Co.
Canton Glass Co., Inc.
Decatur Industries, Inc.
Flexo International Corp.
GENERAL LAMPS MFG. CORP.
GIFT CRAFT LEATHER CO.
Guedon Co.
McDONALD PRODUCTS CORP.
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Quigley Co.
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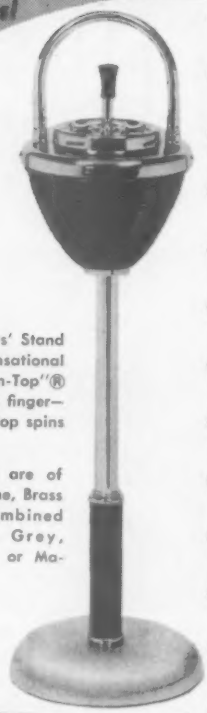

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Biltwell Products Co.
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Dixie Chrome Products, Div.
Emeralite Co., Inc.
Fox Co.
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Glaro Machine Products Co., Inc.
Herco Art Mfg. Co.
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SMO-KING PRODUCTS, INC.
Smokador Mfg. Co., Inc.
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VALCO CO.
Whirl-O-Matic, Inc.

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Serolite Corp.
Smokador Mfg. Co., Inc.
SMO-KING PRODUCTS, INC.
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(See Cases, Atlas)

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(See Forms, Autographic Register)

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Tip-action ash receptacle in handsome bronze finish with satin gold top.
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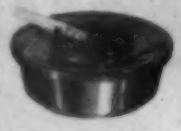

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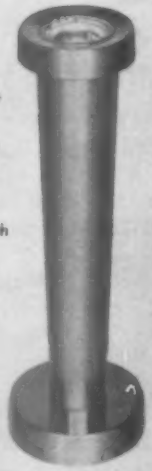

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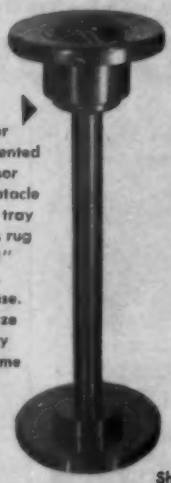

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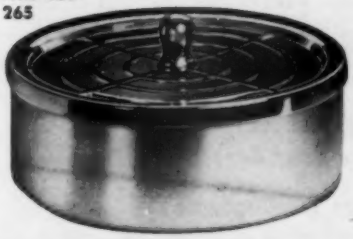

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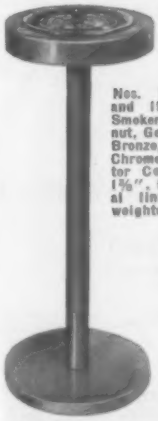

Nos. 170, 180, 190 and 195—Distinctive Smoker in Solid Walnut, Genuine Jewelers' Bronze, Solid Brass, Chrome and Decorator Colors, 5½" x 1⅝". Removable metal liners. Heavily weighted 8½" bases.

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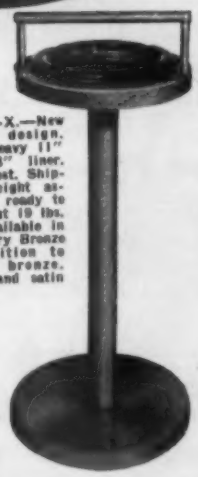

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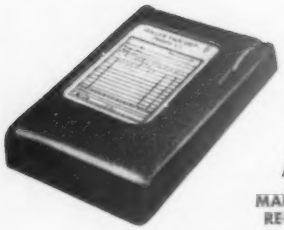

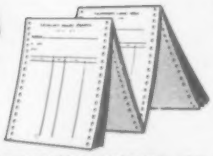

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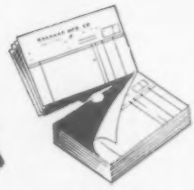

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Hanson, J. L., Co.
Majestic Loose Leaf, Inc.
MEIER, JOSHUA, CO., INC.
Stationers Loose Leaf Co.
Vevier Loose-Leaf Co., Inc.

Binders (Catalog)
ACCO PRODUCTS, INC.
Ace Loose Leaf Bindery Co.
AMBERG FILE & INDEX CO.
American Beauty Cover Co.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Barrett Bindery Co.
BOORUM & PEASE CO.
Brown, Homer B., Co.
Buchan Loose Leaf Records Co.
Burkhardt Co.
Chicago Binder & File Co.
Coast Book Cover Co.
Columbia Loose Leaf Corp.
Consolidated Loose Leaf, Inc.
COOKE & COBB CO.
DIEBOLD, INC.
Diemer, John F., Co.
DOPPELT, CHARLES, & CO., INC.
ELBE FILE & BINDER CO., INC.
ELLINGSWORTH MFG. CO.
Emery Book Co.
Federbush Co., Inc.
Federbush, M. W., Loose Leaf
Forbes Products Corp.
General Loose Leaf Bindery Co., Inc.
Grand Rapids Loose Leaf Binder Co.
Guedon Co.
Heinn Co.
Kamket Corp.
Kingsbacher-Murphy Co.
Kirk Plastic Co.
Loose Leaf Devices Co.
Loose Leaf House
Majestic Loose Leaf, Inc.
Martell, A. E., Co.
Master Products Mfg. Co.
Master-Craft Corp.
McMillan Book Co.
National Blank Book Co.
National Fiberstok Envelope Co.
Neiman Loose Leaf & Bindery Co.
Nu-Style Album and Binder Co.
Plastic Service Co.
Remington Rand Inc.
Sheppard, C. E., Co.
Simon Products Co.
SMEAD MFG. CO., INC.
Smith, S. K., Co.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
STEIN BROS. MFG. CO.
Tenacity Mfg. Co.
Trussell Mfg. Co., Inc.
U-File-M Binder Mfg. Co., Inc.
Vevier Loose Leaf Co.
WILSON JONES CO.
Winfield Mfg. Co.

Binders (Catalog Carrying)
Ace Loose Leaf Bindery Co.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Buchan Loose Leaf Records Co.
Burkhardt Co.
Chicago Binder & File Co.
DOPPELT, CHARLES, & CO., INC.
Dowst Bindery & Loose Leaf Co.

Federbush, M. W., Loose Leaf
Galewski, A., & Sons, Inc.
General Loose Leaf Bindery Co., Inc.
Geneva Mfg. Co.
Grand Rapids Loose Leaf Binder Co.
Hadley, Charles R., Co.
Heinn Co.
Loose Leaf Devices Co., Inc.
Loose Leaf House
Master Products Mfg. Co.
Master-Craft Corp.
National Blank Book Co.
Nu-Style Album and Binder Co.
Remington Rand Inc.
Sheppard, C. E., Co.
Simon Products Co.
Standard Leather Products, Inc.
Stationers Loose Leaf Co.
STEIN BROS. MFG. CO.
Tenacity Mfg. Co.
Vevier Loose Leaf Co.
WILSON JONES CO.
Winfield Mfg. Co.

Binders (Catalog, Counter Rack)

Ace Loose Leaf Bindery Co.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Buchan Loose Leaf Records Co.
Burkhardt Co.
DIEBOLD, INC.
DOPPELT, CHARLES, & CO., INC.
ELBE FILE & BINDER CO., INC.
Federbush, M. W., Loose Leaf
Geneva Mfg. Co.
Heinn Co.
Loose Leaf House
Master Products Mfg. Co.
Remington Rand Inc.
Sheppard, C. E., Co.
Vevier Loose Leaf Co.
WILSON JONES CO.

Binders (Chain Post)

Brown, Homer B., Co.
Chicago Binder & File Co.
Federbush Co., Inc.
General Loose Leaf Bindery Co., Inc.
Heinn Co.
Loose Leaf Devices Co., Inc.
Loose Leaf House
McMillan Book Co.
National Blank Book Co.
Neiman Loose Leaf & Bindery Co.
Procter, Fred, Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Vevier Loose Leaf Co.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Check)

(See Covers, Check Book)

Binders (Clip and Spring)

Ace Loose Leaf Bindery Co.
COOKE & COBB CO.
CUSHMAN & DENISON MFG. CO.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Feldco Loose Leaf Corp.
Free Hand Binder Co.
General Loose Leaf Bindery Co., Inc.
Heinn Co.
Huntting, H. R., Co.
Loose Leaf Devices Co., Inc.
Loose Leaf House
Majestic Loose Leaf, Inc.
McMillan Book Co.
Neiman Loose Leaf & Bindery Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
U-File-M Binder Mfg. Co., Inc.
Vevier Loose Leaf Co.
WILSON JONES CO.

Binders (County Record)

Boyce, A. E., Co.
Brown, Homer B., Co.
Casto & Harris, Inc.
Cott Index Co.
Federbush Co., Inc.
Grand Rapids Loose Leaf Binder Co.
Hall & McChesney, Inc.
HAZEL, ERNEST, JR.
Loose Leaf Devices Co., Inc.
Loose Leaf House
Master-Craft Corp.
McMillan Book Co.
Procter, Fred, Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
Tenacity Mfg. Co.

THE ELBE LINE

LOOSE-LEAF

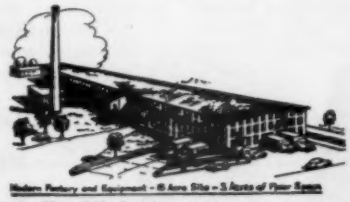
One of America's largest manufacturers of loose-leaf products

Ring Binders
Zipper Cases
Post Binders
Storage Binders
Prong Binders
Ledger Binders
Sheet Holders
Minute Books
Indexes & Fillers
Clipboards
Archboards
Phone Book Covers
Magazine Binders
Album Scrapbooks
Catalog Covers
Sales Manuals
Presentation and Display Binders

"Specials" Made to Order • Gold Stamping—Embossing—Air Brush Finishing •

Write for Complete Catalog

ELBE FILE & BINDER CO., INC.
FALL RIVER, MASS.



Modern Factory and Equipment - 15 Acre Site - 3 Acres of Floor Space

N. Y. Office—411—4th Ave. Boston Office—1 Court St.

HAZEL

County Record

BINDERS

HAZEL AUTOMATIC

TIP-TOUCH AUTOMATIC

PERMANENTER SHORT PULL

WAYNE STORAGE

PHOTO-RECORD

RE-BINDER FOR BOUND RECORDS

If it is something "Special" let us DESIGN the binder for you.

If you need *PROMPT SERVICE*, excellent quality, expert workmanship from an exclusive County Record Binder manufacturer who has spent better than thirty years in the industry in direct selling to counties as a county supply salesman, then as a designer and manufacturer, contact

ERNEST HAZEL, Jr.

DESIGNER AND MANUFACTURER

COUNTY RECORD BINDERS (EXCLUSIVELY)

"You Can't Go Wrong On The Best."

1601-03-05 DELMAR BLVD. ST. LOUIS, MO.

Vevier Loose Leaf Co.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Gravity Locking)

Buchan Loose Leaf Records Co.
Loose Leaf House
Stationers Loose Leaf Co.
Vevier Loose-Leaf Co., Inc.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Magazine)

(See also Covers, Magazine, Plastic)

Abco Plastic & Supply Co.
Ace Loose Leaf Bindery Co.
American Beauty Cover Co.
American Binder Co.
Buchan Loose Leaf Records Co.
Burkhardt Co., The
Chicago Binder & File Co.
Collier Mfg. Corp.
Columbia Loose Leaf Corp.
Dowst Bindery & Loose Leaf Co.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc., The
Federbush, M. W., Loose Leaf
General Loose Leaf Bindery Co., Inc.
Heinn Co.
Huntting, H. R., Co., Inc.
Kirk Plastic Co.
Landa Leather Products Co.
Loose Leaf Devices Co.
Loose Leaf House, The
Martell, A. E., Co.
McMillan Book Co.
Moore, John C., Corp.
Neiman Loose Leaf & Bindery Co.
Nu-Style Album and Binder Co.
Plastic Service Co.
Remington Rand Inc.
Sheppard, C. E., Co.
Simon Products Co.
Star Loose Leaf Co., Inc.
Tenacity Mfg. Co.
Vevier Loose Leaf Co.
Vita Specialties Co.
WILSON JONES CO.
Winfield Mfg Co.

Binders (Meter Reader)

Ace Loose Leaf Bindery Co.
BOORUM & PEASE CO.
Buchan Loose Leaf Records Co.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Grand Rapids Loose Leaf Binder Co.
Heinn Co.
Loose Leaf Devices Co., Inc.
Loose Leaf House
Master-Craft Corp.
McMillan Book Co.
Remington Rand Inc.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Tenacity Mfg. Co.
Vevier Loose Leaf Co.
Watt & Gillogly, Inc.
WILSON JONES CO.

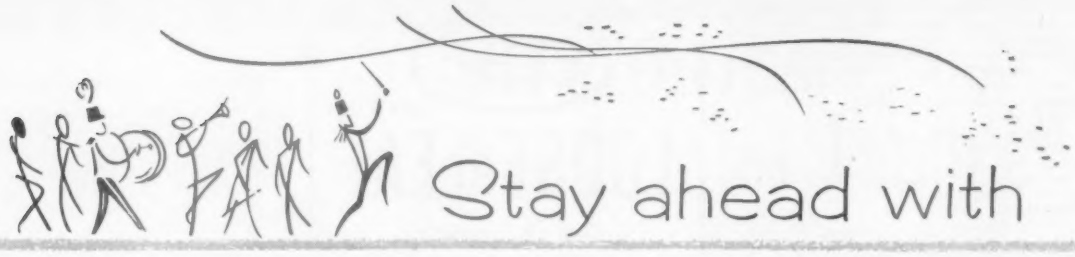
Binders (Newspaper)

Abco Plastic & Supply Co.
Ace Loose Leaf Bindery Co.
American Binder Co.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Feldco Loose Leaf Corp.
General Loose Leaf Bindery Co., Inc.
Heinn Co.
Landa Leather Products Co.
Loose Leaf Devices Co., Inc.
Loose Leaf House
National Blank Book Co.
Neiman Loose Leaf & Bindery Co.
Remington Rand Inc.
Sheppard, C. E., Co.
Vevier Loose Leaf Co.
Ward, Samuel, Mfg. Co.

Binders (Post)

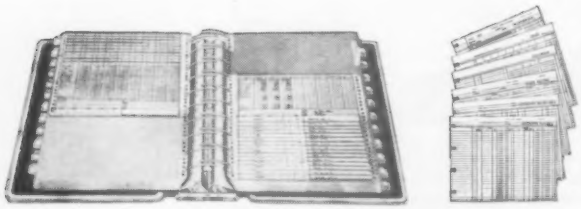
Ace Loose Leaf Bindery Co.
American Binder Co.
ASSOCIATED STATIONERS SUPPLY CO.
BOORUM & PEASE CO.
Boyce, A. E., Co.
Brown, Homer B., Co.
Buchan Loose Leaf Records Co.
Burkhardt Co., The
Chicago Binder & File Co.
Columbia Loose Leaf Corp.

◄ SEE PAGES 4 TO 21 FOR ADDRESSES; PAGES 291 TO 322 FOR TRADE NAMES ►

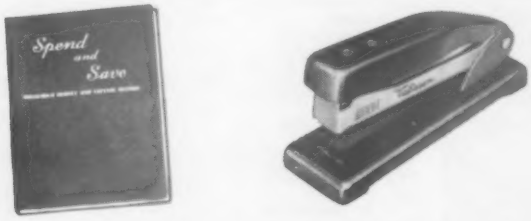


WILSON JONES

COOKE & COBB • DEFIANCE CALENDAR • STANDARD DIARY



- Ledger and Post Binders
- Ring and Memo Books
- Visible Record Equipment
- Ruled Forms and Indexes
- Minute and Record Books
- Ruled Bound Books
- Machine Bookkeeping Equipment
- Punches • Staplers • Mail Openers



RECORD KEEPING ESSENTIALS WJ

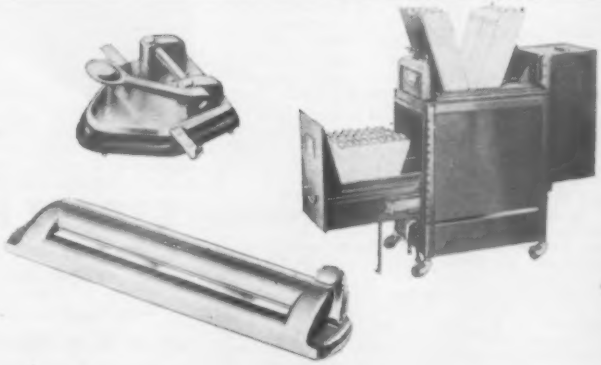
WILSON JONES COMPANY
209 S. Jefferson St., Chicago 6
122 E. 23rd St., New York 10

400 Williams St., N. W., Atlanta 3
137 Federal St., Boston 10
246 First St., San Francisco 5

In Canada: Wilson Jones Company (Canada) Limited
107 Front St. East, Toronto 1

New Catalog 154

If you haven't received your copy of the new Wilson Jones catalog 154, send for it today. It's more valuable than ever before . . . gives you all the essential product and price information you need to sell your most important lines.



Stay ahead in quality

When you stay ahead in quality, you stay ahead in fast turnover, full markup and repeat sales. Each of the Divisions comprising the Wilson Jones family is a pioneer in its field, with an enviable reputation for top quality and customer satisfaction.

Stay ahead in sales

It's easy to get ahead and *stay* ahead in sales when you sell the famous brand names in the Wilson Jones family. To you, the reputation of Wilson Jones and its 3 Divisions and their products means faster turnover . . . full markup . . . and steadier repeat sales.

Stay ahead in savings

Fewer shipments and less paper work add up to sizable savings for you. Orders placed with any combination of the Wilson Jones sources are combined into single shipments to give you the benefit of lower freight rates. Stock checking and ordering are simplified, too.

Single invoice . . . single statement

Another saving for you! All shipments from Wilson Jones or any of its Divisions are now billed on a single Wilson Jones invoice. One ledger page, fewer entries, easier record keeping—these are added benefits you derive when you handle the Wilson Jones Lines.

Cooke & Cobb Division

The Favorite Line of Expanding Products and Filing Supplies

- Expanding and Vertical Files Personal and Home Files
- Brief Covers
- File Pockets, Folders and Jackets
- Desk Files and Classifiers
- Anchor Clasp and Panel Envelopes
- No-Tye Expanding Files and Wallets

For additional product information, see Cooke & Cobb advertisements at "Envelopes, Expanding" and "Filing Supplies", in this directory.

Defiance Calendar Division

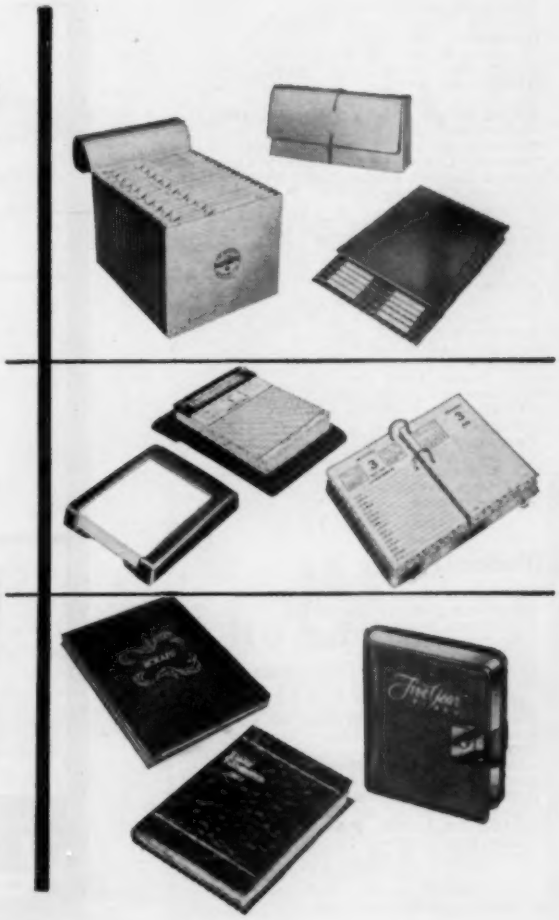
- Desk Calendars—Plastic and Metal Bases
- Calendar Pads—With or Without half-hourly appointment lines
- Memo Packs in Plastic Holders to match Calendar Bases
- Wall Calendars

For additional product information, see Defiance advertisement at "Calendars, Desk", in this directory.

Standard Diary Division

- Business Diaries and Reminders
- Appointment and Address Books
- Reservation Books
- Purse or Pocket Reminders
- Travel and Guest Books
- One- and Five-Year Gift Diaries

For additional product information, see Standard advertisement at "Diaries", in this directory.



Binders (Post)

(Continued from page 33)

Conolly, Henry, Co.
Consolidated Loose Leaf, Inc.
Coppage Printing & Loose Leaf Co.
Cott Index Co.
Dowst Bindery & Loose Leaf Co.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Federbush, M. W., Loose Leaf
General Loose Leaf Bindery Co., Inc.
Grand Rapids Loose Leaf Binder Co.
Hadley, Charles R., Co.
Hall & McChesney, Inc.
Heinn Co., The
Joyce, Edward J., Filing Co. (Flexible)
Kay-Dee Co.
Keystone Binder Co.
Le Febure Corp.
Loose Leaf Devices Co.
Loose Leaf House, The
Martell, A. E., Co.
Master Products Mfg. Co.
Master-Craft Corp.
McMillan Book Co.
Moore Business Forms, Inc.
Moore, John C., Corp.
National Blank Book Co.
Neiman Loose Leaf & Bindery Co.
Procter, Fred, Co.
Reb-Wal Hunt Co.
Rediform Division
Remington Rand Inc.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
Tenacity Mfg. Co.
Vernon, S. E. & M., Inc.
Vevier Loose Leaf Co.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Prong Fastener, Pressboard)

(See Covers, Pressboard)

Binders (Prong, Visible)

Ace Loose Leaf Bindery Co.
American Beauty Cover Co.
BOORUM & PEASE CO.
Buchan Loose Leaf Records Co.
Burkhardt Co., The
Chicago Binder & File Co.
Columbia Loose Leaf Corp.
DIEBOLD, INC.
Dunleavy Co.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc., The
Federbush, M. W., Loose Leaf
General Loose Leaf Bindery Co., Inc.
Grand Rapids Loose Leaf Binder Co.
Hadley, Charles R., Co.
Heinn Co.
Loose Leaf Devices Co., Inc.
Loose Leaf House, The
Master-Craft Corp.
McMillan Book Co.
Moore, John C., Corp.
National Blank Book Co.
Neiman Loose Leaf & Bindery Co.
Remington Rand Inc.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
STEIN BROS. MFG. CO.
Tenacity Mfg. Co.
Vernon, S. E. & M., Inc.
Vevier Loose Leaf Co.
Watt & Gillogly, Inc.
WILSON JONES CO.
Winfield Mfg. Co.

Binders (Ring)

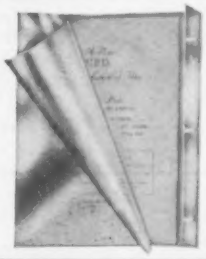
Ace Loose Leaf Bindery Co.
American Beauty Cover Co.
American Binder Co.
American Passbook Co.
Art Plastics Mfg. Co.
ASSOCIATED STATIONERS SUPPLY CO.
Bert Mfg. Co.
BOORUM & PEASE CO.
Bosca, Hugo, Co., Inc.
Boyce, A. E., Co.
Brown, Homer B., Co.
Buchan Loose Leaf Records Co.
Burkhardt Co., The
Chicago Binder & File Co.
CHICAGO DESK PAD CO., INC.
Coast Book Cover Co.
Collier Mfg. Corp.
Columbia Loose Leaf Corp.
Consolidated Loose Leaf, Inc.
COOKS', INC.

JOSHUA MEIER **VPD**

The leading, most complete line of **visual protective display products** today. Nationally advertised . . . colorfully merchandised. **Write for 40-pg. V.P.D. CATALOG** showing free self-service displays and over 250 acetate display products.

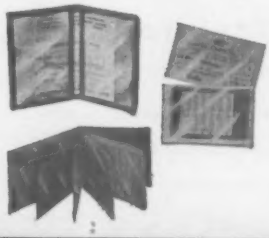
V.P.D. SPEL-BINDERS
Presentation binders and photo albums with acetate folders.

V.P.D. Acetate SHEET-PROTECTORS
For 3-ring binders



V.P.D. FLIP-FILES
Card files and photo albums with acetate flip-up envelopes.

V.P.D. Acetate SHOP-TICKET HOLDERS
Many stock styles for all industrial needs.



V.P.D. Acetate POCKET CASES, BOOK COVERS, MAGAZINE COVERS, MENU COVERS

V P D — JOSHUA MEIER COMPANY, INC.
153 WEST 23rd STREET • NEW YORK 11, N.Y.

Coppage Printing & Loose Leaf Co.
DIEBOLD, INC.
DOPPELT, CHARLES, & CO., INC.
Doppelt, M. A.
Dowst Bindery & Loose Leaf Co.
Eastern Bag Mfg. Corp.
ELBE FILE & BINDER CO., INC.
Exline, William, Inc.
Federbush Co. Inc., The
Federbush, M. W., Loose Leaf
Feldco Loose Leaf Corp.
General Loose Leaf Bindery Co., Inc.
Grand Rapids Loose Leaf Binder Co.
Heinn Co.
Kamket Corp.
Keystone Binder Co.
Kingsbacher-Murphy Co.
Lefax
Lexington Leather Goods Co.
Lifton Mfg. Corp.
Loose Leaf Devices Co.
Loose Leaf House, The
Majestic Loose Leaf, Inc.
Master-Craft Corp.
McMillan Book Co.
National Blank Book Co.
National Brief Case Mfg. Co., Inc.
Neiman Loose Leaf & Bindery Co.
Northwest Leather Goods Co.
Nu-Style Album and Binder Co.
Plastic Service Co.
RECORDPLATE CO.
REDI-RECORD PRODUCTS CO.
Reif, A., & Co.
Remington Rand Inc.
Rogers Loose Leaf Co.
SAUNDERS MFG. CO., INC. (METAL)
Shank Leather Goods Co.
Sheppard, C. E., Co.
Simon Products Co.
Smith, S. K., Co.
Standard Brief Case Co., Inc.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
STEIN BROS. MFG. CO.
Tenacity Mfg. Co.
Thomases & Co.
Trussell Mfg. Co., Inc.
Vernon, S. E. & M., Inc.
Vevier Loose Leaf Co.
Watt & Gillogly, Inc.
WILSON JONES CO.
Winfield Mfg. Co.

Binders (Sales Presentation)

Ace Loose Leaf Bindery Co.
AMBERG FILE & INDEX CO.
American Beauty Cover Co.
American Binder Co.
Buchan Loose Leaf Records Co.
Burkhardt Co.
Columbia Loose Leaf Corp.
COOKS', INC.
Coast Book Cover Co.
Consolidated Loose Leaf, Inc.
CUSHMAN & DENISON MFG. CO.
Develco Products
ELBE FILE & BINDER CO., INC.
ELLINGSWORTH MFG. CO.
Federbush Co., Inc.
Federbush, M. W., Loose Leaf
Feldco Loose Leaf Corp.
Forbes Products Corp.
General Loose Leaf Bindery Co., Inc.
Grand Rapids Loose Leaf Binder Co.
Guedon Co.
Heinn Co.
Holson Binders, Inc.
Kamket Corp.
Lifton Mfg. Corp.
Loose Leaf Devices Co.
Loose Leaf House
Majestic Loose Leaf, Inc.
Master Products Mfg. Co.
Master-Craft Corp.
McMillan Book Co.
MEIER, JOSHUA, CO., INC.
Michelman, E. B.
National Blank Book Co.
Plastic Service Co.
RECORDPLATE CO.
Remington Rand Inc.
Sheppard, C. E., Co.
Simon Products Co.
SMEAD MFG. CO., INC.
Smith, S. K., Co.
Star Loose Leaf Co., Inc.
STEIN BROS. MFG. CO.
Tenacity Mfg. Co.
U-File-M Binder Mfg. Co., Inc.
Vevier Loose Leaf Co.
Vita Specialties Co.
WILSON JONES CO.
Winfield Mfg. Co.

Binders (Storage)

(See Binders, Transfer, Storage)

Binders (String)

(See String Binders, Ties)

OCO S BRAND

TELEPHONE . . .
Covers and Cabinets

DELUXE COVERS #112
- STURDY MATERIALS
- CHOICE OF COLORS
- A SIZE FOR EVERY NEED

CABINETS of WOOD • CARDBOARD • METAL

A complete line of steel grey covered merchandise in cloth and imitation leather covering.

WRITE FOR CATALOG AND PRICE LIST
OSCO STATIONERY CO.
Quality Beyond Comparison Since 1913
17-19 BLEECKER ST., N. Y. 12, N. Y.
GR 7-1190

unusual bleeding or discharge

. . . is one of the seven commonest danger signals that *may* mean cancer . . . but should *always* mean a visit to your doctor.

The other six danger signals are —Any sore that does not heal . . . A lump or thickening in the breast or elsewhere . . . Any change in a wart or mole . . . Persistent indigestion or difficulty in swallowing . . . Persistent hoarseness or cough . . . Any change in normal bowel habits.

For other facts about cancer that may some day save your life, phone the American Cancer Society office nearest you, or write to "Cancer"—in care of your local Post Office.

American Cancer Society ®

Binders (Telephone Book)

Abco Plastic & Supply Co.
Ace Loose Leaf Bindery Co.
American Beauty Cover Co.
American Binder Co.
BOORUM & PEASE CO.
Brown, Homer B., Co.
Burkhardt Co.
CHICAGO DESK PAD CO., INC.
Coast Book Cover Co.
Columbia Loose Leaf Corp.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Federbush, M. W., Loose Leaf
General Loose Leaf Bindery Co., Inc.
Grand Rapids Loose Leaf Binder Co.
HAZEL, ERNEST, JR.
Heinn Co.
Loose Leaf Devices Co., Inc.
Loose Leaf House
Master Products Mfg. Co.
McMillan Book Co.
Neiman Loose Leaf & Bindery Co.
Nu-Style Album and Binder Co.
OSCO STATIONERY CO.
Plastic Service Co.
POLAR MFG. CO.
PRESSED & WELDED STEEL PRODUCTS CO.
RECORDPLATE CO.
REDI-RECORD PRODUCTS CO.
Shank Leather Goods Co.
Sheppard, C. E., Co.
Simon Products Co.
Smith, S. K., Co.
STANDARD DIARY CO.
Star Loose Leaf Co., Inc.
Tenacity Mfg. Co.
Tola Specialties
Vevier Loose Leaf Co.
Ward, Samuel, Mfg. Co.
WILSON JONES CO.
Winfield Mfg. Co.

Binders (Thin Post)

Chicago Binder & File Co.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Federbush, M. W., Loose Leaf
General Loose Leaf Bindery Co., Inc.
Grand Rapids Loose Leaf Binder Co.
Loose Leaf House
Majestic Loose Leaf, Inc.
McMillan Book Co.
National Blank Book Co.
Neiman Loose Leaf & Bindery Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
Tenacity Mfg. Co.
Trussell Mfg. Co., Inc.
Vevier Loose-Leaf Co., Inc.
WILSON JONES CO.

Binders (Thong)

AMBERG FILE & INDEX CO.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Federbush, M. W., Loose Leaf
General Loose Leaf Bindery Co., Inc.
Grand Rapids Loose Leaf Binder Co.
Hadley, Charles R., Co.
Klipto Loose Leaf Co.
Loose Leaf Devices Co., Inc.
Loose Leaf House
Master-Craft Corp.
McMillan Book Co.
Remington Rand Inc.
Sheppard, C. E., Co.
Vevier Loose Leaf Co.
WILSON JONES CO.

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inside back cover when contacting advertisers.
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Binders (Transfer-Storage)

ACCO PRODUCTS, INC.
Ace Loose Leaf Bindery Co.
American Beauty Cover Co.
ASSOCIATED STATIONERS SUPPLY CO.
BANKERS BOX CO.
(See Catalog Inserts, Pages 39-40, 165-168)
BOORUM & PEASE CO.
Boyce, A. E., Co.
Brown, Homer B., Co.
Burkhardt Co.
Chicago Binder & File Co.
Consolidated Loose Leaf, Inc.
COOKE & COBB CO.
DIEBOLD, INC.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc., The
Federbush, M. W., Loose Leaf
Geller, J. R., Co.
General Loose Leaf Bindery Co., Inc.
Grand Rapids Loose Leaf Binder Co.
Hadley, Charles R., Co.
Joyce, Edward J., Filing Co.
Kay-Dee Co., The
Kline, W. R., Co.
Le Febure Corp.
Loose Leaf Devices Co.
Loose Leaf House, The
Martell, A. E., Co.
McMillan Book Co.
Moore Business Forms, Inc.
National Blank Book Co.
Neiman Loose Leaf & Bindery Co.
Procter, Fred, Co.
Reb-Wal Hunt Co.
Rediform Division
Remington Rand Inc.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
Tenacity Mfg. Co.
Trussell Mfg. Co., Inc.
Vevier Loose Leaf Co.
Wabash Filing Supplies, Inc.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Tray)

Federbush Co., Inc., The
General Loose Leaf Bindery Co., Inc.
Hadley, Charles R., Co.
Le Febure Corp.
McBee Co., The
National Blank Book Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Vevier Loose-Leaf Co., Inc.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Visible, Ring)

Ace Loose Leaf Bindery Co.
American Beauty Cover Co.
Art Plastics Mfg. Co.
BOORUM & PEASE CO.
Boyce, A. E., Co.
Brown, Homer B., Co.
Buchan Loose Leaf Records Co.
Burkhardt Co.
Chicago Binder & File Co.
CHICAGO DESK PAD CO., INC.
Coast Book Cover Co.
Conolly, Henry, Co.
Consolidated Loose Leaf, Inc.
COOKS', INC.
DIEBOLD, INC.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc., The
Federbush, M. W., Loose Leaf
Forbes Products Corp.
General Loose Leaf Bindery Co., Inc.
Grand Rapids Loose Leaf Binder Co.
Guedon Co.
Hadley, Charles R., Co.
Heinn Co.
Holson Binders, Inc.
Le Febure Corp.
Loose Leaf Devices Co.
Loose Leaf House, The
Majestic Loose Leaf, Inc.
Master-Craft Corp.
McMillan Book Co.
MEIER, JOSHUA, CO., INC.
Moore, John C., Corp.
National Blank Book Co.
Neiman Loose Leaf & Bindery Co.
Plastic Service Co.
RECORDPLATE CO.
Remington Rand Inc.
Rogers Loose Leaf Co.
Ross-Gould Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
Tenacity Mfg. Co.
Trussell Mfg. Co., Inc.
Vevier Loose Leaf Co.
Vita Specialties Co.
Vue-Fax Corp.
WILSON JONES CO.
Winfield Mfg. Co.

Binders (Zipper Ring)

Benner Leather Goods Co.
BOORUM & PEASE CO.
Bosca, Hugo, Co., Inc.
Boyle Leather Goods Co., Inc.
Bristol Mfg. Co.
Burkhardt Co., The
Carlton Brief Case Corp.
Chicago Saddlery Co.
DOPPELT, CHARLES, & CO., INC.
Doppelt, M. A.
Dresner, S., & Son, Inc.
Eastern Bag Mfg. Co.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc., The
Federbush, M. W., Loose Leaf
Feldco Loose Leaf Corp.
Fontana Bros.
Forbes Products Corp.
Green Bay Luggage Co., Inc.
Heinn Co.
LEATHERCRAFT, INC.
Lexington Leather Goods Co.
Lifton Mfg. Corp.
Loose Leaf House, The
Luxor Leathercraft Corp.
Major Leather Goods Mfg. Co.
McMillan Book Co.
National Blank Book Co.
National Brief Case Mfg. Co.
Northwest Leather Goods Co.
REDI-RECORD PRODUCTS CO.
Reif, A., & Co.
Remington Rand Inc.
Reuben Co.
Shank Leather Goods Co.
Standard Brief Case Co., Inc.
Standard Leather Products, Inc.
Stationers Loose Leaf Co.
STEIN BROS. MFG. CO.
Supreme Leather Goods Co.
Thomases & Co.
Trussell Mfg. Co., Inc.
U. S. Luggage & Leather Products Co.
Vernon, S. E. & M., Inc.
Vevier Loose Leaf Co.
WILSON JONES CO.
Winfield Mfg. Co.

Liberty
REG. U.S. PAT. OFF.
STORAGE BINDERS

Yes, it's easy

TO TRANSFER AND BIND RECORDS IN YOUR OWN OFFICE

ANY DIMENSION — ANY PUNCHING

Just 3 easy steps

NO TOOLS NEEDED

1. Insert bottom sections of self-locking posts through the holes in one cover. Stack sheets over posts and place label clip in position.

2. Place other cover on top, insert studs in holes and push down with thumb pressure. Records are safe, locked forever.

3. Your records are neatly and safely bound, smooth on top and bottom with no projecting posts—perfect for shelf filing or stacking.

With the LIBERTY Storage Binder anyone can bind loose-leaf sheets into book form quickly—neatly—permanently. No tools needed. Pressure of the thumb on the LIBERTY self-locking binding post fastens sheets permanently between hinged covers of hard durable Presdwood. No need to call in outside help or to send those important records out to have them bound. The LIBERTY Storage Binder, with self-locking posts, will do the job in half the time and half the cost. No tampering with vital records once they are bound in LIBERTY Storage Binders with LIBERTY Self-locking Posts.

ALUMINUM HINGE GIVES WEAR-PROOF PROTECTION FOR VITAL RECORDS

The LIBERTY Storage Binder with its *aluminum hinge* offers you practically wear-proof protection for those vital records. The hinge is firmly riveted to hard surfaced durable Presdwood covers. This combination produces a neat and pleasing appearance. With this aluminum hinge multiple punching is possible, which means one binder will fit several sheets the same size but with different post-hole centers.

Complete Binders include 2 covers and 2 posts of any style or length listed on Page 14.

NOTE: unless specified otherwise, 4" Liberty Self-Locking Posts will be furnished. If specified, any other length of Liberty Posts or any Screw Posts or Threaded Posts in the sizes listed on page 14 will be substituted.

BANKERS BOX COMPANY
— SERVING STATIONERS SINCE 1918 —
720 S. Dearborn St., Chicago 5, Ill.

Complete Dealer Catalog, Price List and Promotional Plan on request.

Liberty STORAGE BINDERS for Any Size Loose-Leaf Records!

REG. U. S. PAT. OFF.

12 STANDARD STOCK SIZES

Stock No.	Sheet Size (Binding Side First)	C to C†	No. of Holes	Weight per Carton Including Posts
M 580	5½x 8½	2¾	2	4 lbs.
M 690	6 x 9½	2¾	2	4¾ lbs.
M 762	7 x 8½	2¾-4¼	4	5 lbs.
M 712	7 x11	2¾-4¼	4	6 lbs.
M 882	8½x 8½	2¾-4¼	4	6 lbs.
M 812	8½x11	2¾-4¼	4	7 lbs.
M 842	8½x14	2¾-4¼	4	9 lbs.
M 910	9¼x11⅞	7⅛	2	8½ lbs.
M 920	9½x12	4¼	2	9 lbs.
M 1183	11 x 8½	4¼-7-8½	7	7 lbs.
M 1142	11 x14	7-8¼	4	11 lbs.
M 1172	11 x17	7-8¼	4	13½ lbs.

PACKED 6 TO THE CARTON. ASSORTED SIZES TAKE QUANTITY RATE. When ordering be sure to specify length of posts desired. †Stock and Special Size LIBERTY Binders are punched with 3/16" diameter post holes. However, when specified, post holes of ⅛", ¼", 5/16", or ⅜" diameter can be furnished at slightly higher cost.

Complete Binders include 2 covers and 2 Posts of any style or length. NOTE: Unless specified otherwise, 4" LIBERTY Self-Locking Posts will be furnished.

If specified, any other length of LIBERTY Posts or any Screw Posts or Threaded Posts in the sizes listed below will be substituted.

Any special size binder made to order

LIBERTY's unique construction makes it possible to provide binders in special sizes . . . *no form too large or too small.* Makes an ideal binder for newspapers, magazines, maps, etc. Send us a copy of your form, quantity of binders desired and we will submit quotations.

SEPARATE PARTS

LIBERTY SELF-LOCKING POSTS:

available in seven lengths

- ¾" Expands to 1"
- 1" Expands to 1½"
- 1½" Expands to 2¼"
- 2" Expands to 3"
- 3" Expands to 4½"
- 4" Expands to 7"
- 6" Expands to 10"

Only made in ⅜" diameter, furnished with LIBERTY Binders unless otherwise specified. Units consist of Tube and Pin. Once joined cannot be removed—permanently locked. Packed 12 to carton.

Will Liberty permanent binders be satisfactory when the sheet hole is larger than the diameter of your Liberty posts?

ANSWER—Yes. The positive compression of our posts will hold the sheets as tight as though they were clamped in a vise. Send us a sample of the sheet to be bound and we will furnish the covers properly punched, guaranteeing satisfaction.

SCREW POSTS—ALUMINUM:

six sizes available

½", 1", 1½", 2", 3", 4"

Extensions: ½", 1"

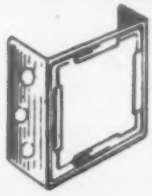
Made in 3/16" diameter. Extensions also available. Screw Posts may be substituted for LIBERTY Posts for semi-permanent binding.

THREADED POSTS OF ⅛", 3/16", 5/16" or ⅜" DIAMETER, WITH KNURLED NUTS

Nine sizes in stock. Longer lengths available on request.

½", ¾", 1", 1½", 2", 2½", 3", 4", 6"

METAL LABEL CLIPS:

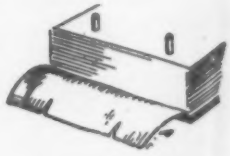


Have burred flange for gripping sheet. Cards provided.

three sizes available

No. 1—1¾" x 2¼"
No. 2—2¼" x 2¼"
No. 3—3½" x 2¼"

CANVAS BACKS



Canvas cut to dimensions of book to give finished appearance and provide place for stenciling identification. Held securely between covers by LIBERTY Posts. ALWAYS SPECIFY CAPACITY IN INCHES WHEN ORDERING.

BANKERS BOX COMPANY

—SERVING STATIONERS SINCE 1918—

720 S. Dearborn St., Chicago 5, Ill.

Complete Dealer Catalog, Price List and Promotional Plan on request.

Binding Machines

GENERAL BINDING CORP.
Kamket Corp.
Rochester Wire-O Binding, Inc.
Spiral Binding Co., Inc.
Tauber Plastics, Inc.

Binding Posts
(See Loose Leaf Metals)

Binding Straps
(See Straps, Binding)

Bindings (Passe Partout)

DENNISON MFG. CO.
Gummed Tape & Devices Co.
MAY, J. L., CO., INC.
REYBURN MFG. CO., INC.

Bindings (Plastic)

Barrett Bindery Co.
Collier Mfg. Corp.
GENERAL BINDING CORP.
Kamket Corp.
Plastic Binding Corp.
Plastic Service Co.
Rochester Wire-O-Binding, Inc.
Spiral Binding Co., Inc.
Tauber Plastics, Inc.
Vita Specialties Co.

Bindings (Wire and Metal)

Barrett Bindery Co.
GENERAL BINDING CORP.
Rochester Wire-O-Binding, Inc.
Spiral Binding Co., Inc.
Wire-O Corp.

Blackboard Erasers
(See Erasers, Blackboard)

Blackboard Pointers

Beckley-Cardy Co.
N. Y. Silicate Book Slate Co.
ROWLES, E. W. A., CO.
Weber Costello Co.

Blackboards (Glass)

Glas-Board, Inc.
N. Y. Silicate Book Slate Co.

Blackboards (Hardboard)

Barricks Mfg. Co.
Beckley-Cardy Co.
DAVENPORT, A. C., & SON, INC.
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Hammett, J. L., Co.
Multiplex Display Fixture Co.
N. Y. Silicate Book Slate Co.
ROWLES, E. W. A., CO.
SERVICE PRODUCTS DIV.
STEMPEL MFG. CO.
Weber Costello Co.

Blackboards (Mineral Type)

Beckley-Cardy Co.
Weber Costello Co.

Blackboards (Natural Slate)

Hammett, J. L., Co.
National School Slate Co.
N. Y. Silicate Book Slate Co.

Blackboards (Wood Fibre)

Beckley-Cardy Co.
DAVENPORT, A. C., & SON, INC.
FOX, GEO. E., & CO.
N. Y. Silicate Book Slate Co.
ROWLES, E. W. A., CO.
Weber Costello Co.

Blank Books
(See Books, Blank)

Blanks (Legal)
(See Forms, Legal)

Blotter Books
(See Books, Blotter)

Blotters (Advertising)

Art Plastics Mfg. Co.
Carroll, J. B., Co.
Charm Products Mfg. Corp.
Emeloid Co., Inc.
Goes Lithographing Co.
Kirk Plastic Co.
Kurtz Bros.
Merchants Industries, Inc.
Parker, Joseph, & Son Co.
Plastic Service Co.
Sanders Mfg. Co.
Saxon Paper Corp.
Stationers Specialty Corp.

Blotters (Desk Pad)

Affleck Stationery Co.
Allegan Paper Products Co.
AMERICAN PAD & PAPER CO.
Art Plastics Mfg. Co.
Banov-Bernsley & Co., Inc.
CHICAGO DESK PAD CO., INC.
Ehlbert Products
FOX, GEO. E., & CO.
GIFT CRAFT LEATHER CO.
Hano Paper Co., Inc.
Hoffman, L.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
MEIER, JOSHUA, CO., INC.
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Parker, Joseph, & Son Co.
Piltzer Qualiton Products, Inc.
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Processed Papers
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SAINBERG & CO., INC.
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Star Office Accessories Co.
Stationers Guild of America
Vevier Loose Leaf Co.
Wansco Paper Products Co., Inc.
Ward, Samuel, Mfg. Co.
WILSON JONES CO.
Wrenn Paper Co.

Blotters (Rocker)

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Art Plastics Mfg. Co.
Artistic Desk Pad & Novelty Co.
Banov-Bernsley & Co., Inc.
CHICAGO DESK PAD CO., INC.
Doringer Co.
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Richards Morgenthau & Co.
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(See Paper, Blotting)

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(See Files, Blueprint)

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(See Bulletin Boards)

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(See Clipboards)

Boards (In and Out)
(See In and Out Boards)

Boards (Production Control)
(See Production Control Boards)

Bond Boxes
(See Boxes, Bond)

Bond Paper
(See Paper, Bond)

Book Covers
(See Covers, Book)

Book Ends (Leather Covered)

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Regal & Wade Mfg., Inc.
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Regina Metal Products Corp.
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Book Ends (Plastic)

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Decatur Industries, Inc.
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STEEL OFFICE EQUIPMENT

STORAGE—WARDROBE—COUNTER & DESK HIGH—COMBINATION AND UTILITY CABINETS—SECTIONAL BOOKCASES AND STEEL TRANSFER FILES—ALL SIZES

TRANSFER FILES

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SPECIAL SIZES
MADE ON REQUEST

PARKER SLIDING DOOR CABINETS

ELECTRICALLY WELDED HEAVY GAUGE STEEL CONSTRUCTION

3 CONVENIENT SIZES

6 SLIDING DOOR MODELS

Features of Construction

1—No swinging Doors to block aisle space
2—Adjustable shelves for Storage use or easily converted for Wardrobe use
3—Shelves easily adjustable within cabinet
4—Electrically welded construction throughout
5—Shipped SET-UP ready for immediate use (no nuts, bolts to fuss with)
6—Heavy gauge furniture steel throughout
7—Baked on *Enamel finish* in Grey, Green or Brown
8—Doors operate on large roller bearings which have continuous smooth operation

All Models Can Also Be Had With Hinged Doors

SECTIONAL BOOKCASE

S OF STANDARD SIZE WITH DISAPPEARING GLASS FRONT PANEL FOR CLEAR VISIBILITY. AVAILABLE IN THREE DIFFERENT SECTIONAL SIZES.

H.	W.	D.
12"	35¾	11½
15"	35¾	11½
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TOPS 1½" x 35¾ x 12
LEG BASE 9" x 35¾ x 11½
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(See Catalog Insert, Pages 149-156)
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MRF. CORP.
(See Catalog Insert, Pages 105-106)
DOLIN METAL PRODUCTS, INC.
Dray Mfg. Co.
Durable Metal Products Co.
Futuramic Steel Products Corp.
General Fireproofing Co.
Globe-Wernicke Co.
Hirsh, S. A., Mfg. Co.
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Interior Steel Equipment Co.
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(See Catalog Insert, Pages 149-156)
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(See Catalog Insert, Pages 105-106)
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Equipto Div., Aurora Equipment Co.
Filex Steel Products, Inc.
Fort Steuben Metal Products Co.
Futuramic Steel Products Corp.
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(See Catalog Insert, Pages 105-106)
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Globe-Wernicke Co.
PARKER STEEL PRODUCTS, INC.
PEERLESS STEEL EQUIPMENT CO.
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Bookcases (Wood, Cabinet)

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HOOSIER DESK CO.
Huntington Chair Corporation
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
(See Catalog Insert, Pages 111-112)
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JASPER TABLE CO., INC.
Leopold Co.
Miller, Herman, Furniture Co.
Myrtle Desk Co.
National Desk Co.
Nucraft Furniture Co.
Probber, Harvey, Corp.
QUIGLEY FURNITURE CO.
Remington Rand Inc.
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Sloane, W. & J.
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Donie Chair & Mfg. Co., Inc.
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Executive Furniture Co.
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(See Catalog Insert, Pages 97-100)
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Probber, Harvey, Corp.
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FINEST *materials* *and* CRAFTSMANSHIP

Sectional Bookcases that are outstanding in quality — the finest materials to be found anywhere are used — plus fine workmanship of skilled craftsmen with years of experience in the use of wood for their rich tones of warmth and beauty.

The MODERN DESIGN Case No. 513H

Sliding glass instead of doors; no mechanism to get out of order. Noiseless and virtually dust proof.

The CONVENTIONAL DESIGN Case No. 817

A modern version of the popular receding door bookcase. Two, three and four section units add a smart, decorative note to the home study or the modernized professional office. Receding doors are dust-proof, non-binding, noiseless. In rift oak, genuine walnut, imitation walnut and imitation mahogany.

CASE No. 817
Consists of the Following

No. 851	Conventional Top
No. 847	Leg Base
No. 811	Receding Door Section (1)
No. 813	Receding Door Sections (2)

The "800 Line" of Hale Sectionals will intermember with GLOBE-WERNICKE units of same style, stock numbers and finishes.

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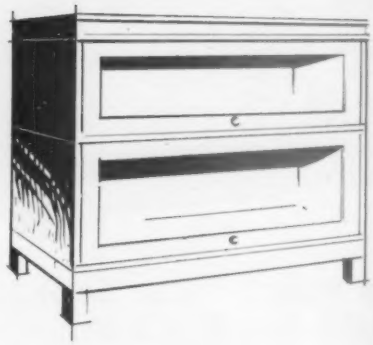

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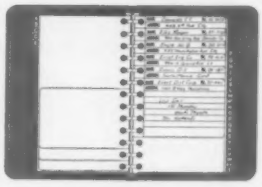

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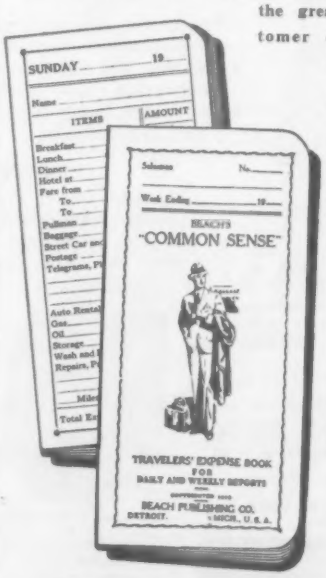

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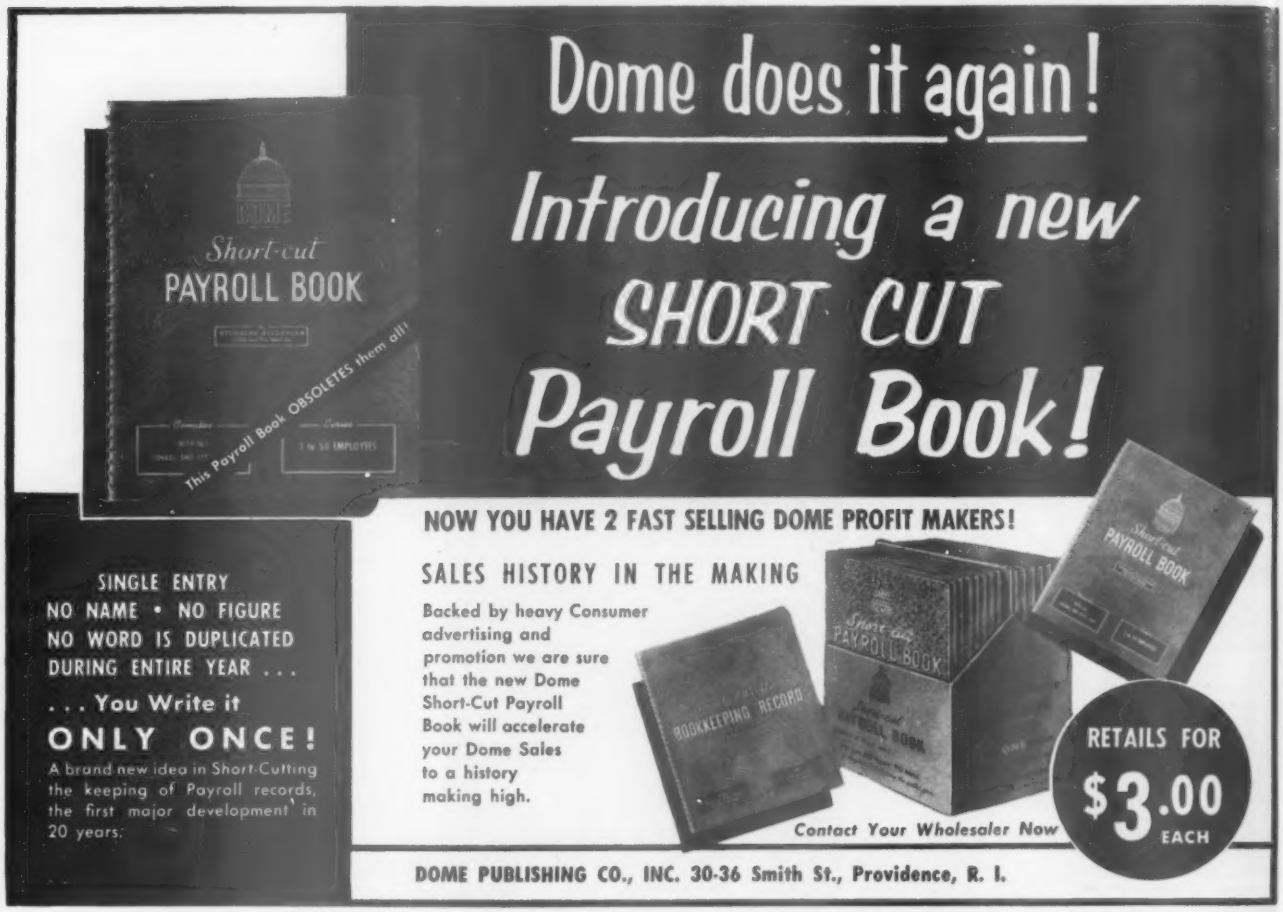

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"Tops" Business Forms

SALES Up . . . PROFITS Up!

MASTER CASH BOXES

Sell Faster in Bigger Volume

No. C-31
Length 10¾ in. Width 7½ in.
Depth 4¼ in.

No. C-71
Length 11½ in.
Width 5½ in.; Depth 3⅝ in.

Popular Prices
Silverlux Finish
Seamless Construction
Spring Controlled Lock
with Milled Key
Tamper-Proof
Piano Type Hinge

Each box has the "heft" and feel of extra quality . . . looks as if it should sell for more money!

No. C-30
Snap Spring Lock
Automatic Tray
Width 7½ in.
Depth 4¼ in.
Length 10¾ in.

Display these richly finished boxes on your counter and they will prove to be the most-wanted, most profitable cash boxes you ever sold. Only 3 sizes meet all needs . . . keeps your inventory down.

MASTER METAL PRODUCTS, Inc. Box 95, Buffalo 5, N. Y.

Vernon, S. E. & M., Inc.
Ward, Samuel, Mfg. Co.
WILSON JONES CO.
Winfield Mfg. Co.
ZEPHYR AMERICAN CORP.

Books (Time)

Barrett, P. L.
BOORUM & PEASE CO.
Boyce, A. E., Co.
Colonial Co.
DOME PUBLISHING CO., INC.
Ersco
Eureka Blank Book Co.
Moore Business Forms, Inc.
Mutual Publishers
National Blank Book Co.
Rediform Division
Redi-Record Payroll Systems
Roaring Spring Blank Book Co.
Shelby Salesbook Co.
"Tops" Business Forms
Vernon, S. E. & M., Inc.
Walker, Frank R., Co.
Western Tablet & Staty. Co.
WILSON JONES CO.
Yale Filing Supply Co.

Books (Visible Record)

(See Visible Record Equipment)

Box Files

(See Files, Box Letter)

Boxes (Ballot)

Adams, S. G., Co.
Casto & Harris, Inc.
Douglas Mfg. Corp.
Gardner Mfg. Co.
Horn, W. C., Bro. & Co.
Strayer Coin Bag Co.

Boxes (Bond)

Airline Mfg. Co. of Connecticut
ART STEEL SALES CORP.
Bison Distributing Co.
CENTRAL CAN CO., INC.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
Dash Metal Products Co.
Dehler Mfg. Co.
DOLIN METAL PRODUCTS, INC.
ERIE ART METAL CO., INC.
GOODFREND METAL PRODUCTS CO.
Hamilton Metal Products Co.
HEDGES MFG. CO.
Lennox Metal Mfg. Co. Inc.
Lexington Metal Products, Inc.
MASTER METAL PRODUCTS, INC.
MAYFAIR CO.
MODERN STEELCRAFT, INC.
NU-CRAFT PRODUCTS CO.
Patent Novelty Co.
Pioneer Steel Co.
PROTECTALL SAFE CORP.
SECURITY STEEL EQUIPMENT CORP.
TOLEDO GUILD PRODUCTS, INC.
Union Steel Chest Corp.
UNITED CUTLERY & HARDWARE PRODUCTS CO.

Boxes (Cash)

ABBOTT COIN COUNTER CO.
Airline Mfg. Co. of Connecticut
ART STEEL SALES CORP.
CENTRAL CAN CO., INC.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
Currier Mfg. Co.
Dash Metal Products Co.
Dehler Mfg. Co.
Durham Mfg. Co.
ERIE ART METAL CO., INC.
GOODFREND METAL PRODUCTS CO.
Hamilton Metal Products Co.
HEDGES MFG. CO.
HERRING-HALL-MARVIN SAFE CO.
Lonson Mfg. Co.
MASTER METAL PRODUCTS, INC.
MAYER MFG. CO.
MAYFAIR CO.
MEILINK STEEL SAFE CO.
Meldrum Mfg. Co.
Merriam Mfg. Co.
MODERN STEELCRAFT, INC.
MOSLER SAFE CO.
NU-CRAFT PRODUCTS CO.
Orthwine, Rudolf, Corp.
PARKER STEEL PRODUCTS, INC.
Pioneer Steel Co.
PROTECTALL SAFE CORP.
Regal & Wade Mfg., Inc.
Swanson Machine Corp.
TOLEDO GUILD PRODUCTS, INC.
Union Steel Chest Corp.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
VICTOR SAFE & EQUIPMENT
Werner's Mfg. Co.

Boxes (Cigarette)

Banov-Bernsley & Co.
Charm Products Mfg. Corp.
Continental Mfg. Co., Inc.
Decatur Industries, Inc.
FOX, GEO. E., & CO.
GIFT CRAFT LEATHER CO.
McDONALD PRODUCTS CORP.
Morris, Bert M., Co.
Northeastern Plastics, Inc.
Park Sherman Co.
POLAR MFG. CO.
Regal & Wade Mfg., Inc.
Richards Morgenthau & Co.
SAINBERG & CO., INC.
SMITH METAL ARTS CO., INC.
Smith, S. K., Co.
Stationers Specialty Corp.

Boxes (Mail, Office)

Adams, S. G., Co.
All Purpose Metal Equipment Corp.
Currier Mfg. Co.
Hoffman, L.
Jayem Sales Corp.
LIT-NING PRODUCTS CO.
POLAR MFG. CO.
Stationers Specialty Corp.
Worcester Wire Novelty Co., Inc.

Boxes (Mailing)

Ames Safety Envelope Co.
Campbell Box & Tag Co.
Gair, Robert, Co., Inc.
Marwol Products Co.
Mason Box Co.
Merchants Box Co. (Wood)
Ritchie, W. C., & Co.
SMEAD MFG. CO. (CURRENCY)

Only Tufide GIVES YOU THIS CASE FULL OF SALES AMMUNITION!

The Exclusive Tufide WEAR GUARANTEE Is Your SALES GUARANTEE!

TUFIDE'S nationally-advertised GUARANTEE has created a tremendous demand that has set new sales records for dealers everywhere. Over 1,000,000 TUFIDE business and student cases have been sold already. Here's why more dealers stock, feature and sell TUFIDE than any other brand. TUFIDE is the world's *only* business case UNCONDITIONALLY GUARANTEED FIVE FULL YEARS! Amazing TUFIDE *looks* like leather... *feels* like leather... yet *outwears leather 5 to 1,* as proved by actual abrasion tests. Boost your sales and profits sky-high by featuring TUFIDE, the fastest selling and most profitable line in the leather goods world.

EXTRA! NEW SALES-BOOSTING PLAN!

Sensational "Plan of Action" Promotion Case now ready for TUFIDE dealers. New, complete promotional package contains everything you need to tie-in with TUFIDE . . . for bigger profits all year long. Write for full facts NOW!

WRITE FOR CATALOG AND PRICES

THREE SMART COLORS! Only TUFIDE cases are available in 3 popular colors: London Tan, British Brown and Black —*makes sales and profits for you!*

5-YEAR GUARANTEE! The most famous guarantee in the leather goods field — *makes sales and profits for you!*

RETAILS AT 30-50% LESS than cowhide cases, yet outwears leather 5 to 1 as proved by tests —*makes sales and profits for you!*

"PLAN OF ACTION" CASE! New, complete promotional package contains everything you need to promote TUFIDE all year —*makes sales and profits for you!*

EXCLUSIVE (Patented) LIFETIME HANDLE! Steel reinforcement, guaranteed for life, on all TUFIDE brief bags — *makes sales and profits for you!*

EXCLUSIVE (Patented) LIFETIME EDGE! Amazing tough Nylon edge on all TUFIDE brief bags, guaranteed for life—*makes sales and profits for you!*

Stebco Products 1401 W. JACKSON BLVD. CHICAGO 7, ILLINOIS

Boxes (Pencil, School)

American Pencil Co.
DENNISON MFG. CO.
DIXON, JOSEPH, CRUCIBLE CO.
Faber, Eberhard, Pencil Co.
Fontana Bros.
Linton Pencil Co.
Northeastern Plastics, Inc.
Shank Leather Goods Co.
Stationers Specialty Corp.
Swan Pencil Co., Inc.

Boxes (Postage Stamp)

Currier Mfg. Co.
Dehler Mfg. Co.
GIFT CRAFT LEATHER CO.
MAYFAIR CO.
Merriam Mfg. Co.
NU-CRAFT PRODUCTS CO.
Union Steel Chest Corp.

Boxes (Safety Deposit)

Bison Distributing Co.
DIEBOLD, INC.
GUARDSMAN-VALENTINE, INC.
HERRING-HALL-MARVIN SAFE CO.
Hope Metal Products, Inc.
Merriam Mfg. Co.
MOSLER SAFE CO.
Pioneer Steel Co.
SCHWAB SAFE CO.

Boxes (Shelf, Stationers')

Adams, S. G., Co.
Fiberbilt Sample Case Co., Inc.
Fort Steuben Metal Products Co. (Metal)
Globe-Wernicke Co.
HEDGES MFG. CO.
Hoffman, L.
Jayem Sales Corp. (Metal)
OSCO STATIONERY CO.
Plycraft Corp.
STAR STEEL EQUIPMENT CO., INC. (Metal)

Everybody Admires Brief Cases by *Leathercraft*

BRIEF CASES BRIEF BAGS — PORTFOLIOS BUSINESS CASES

NO. 13 BRIEF BAG

Quality Cases for Discriminating Buyers

"MORE SALES WITH *Leathercraft*"

Leathercraft, Inc.

2320-26 S. Western Ave., CHICAGO 8, ILL.

Send for our Catalog and Price List

Boxes (Storage)

(See Files, Storage)

Boxes (Strong)

(See Boxes, Cash)

Boxes (Tote)

(See Factory Equipment)

Brief Bags (Imitation Leather)

Boyle Leather Goods Co., Inc.
Chicago Saddlery Co.
DOPPELT, CHARLES, & CO., INC.
Eastern Bag Mfg. Corp.
Feldco Loose Leaf Corp.
Fontana Bros.
Knickerbocker Case Co.
LEATHERCRAFT, INC.
Lexington Leather Goods Co.
Lifton Mfg. Corp.
National Brief Case Mfg. Co., Inc.
Northwest Leather Goods Co.
Reif, A., & Co.
Reuben Co.
Shank Leather Goods Co.
Simon Products Co.
Standard Brief Case Co., Inc.
STEIN BROS. MFG. CO.
Supreme Leather Goods Co.
Thomases & Co.
Warren Leather Goods Co.
WILSON JONES CO.
Winfield Mfg. Co.

Brief Bags (Leather)

ASSOCIATED STATIONERS SUPPLY CO.
Benner Leather Goods Co.
Bosca, Hugo, Co., Inc.
Boyle Leather Goods Co., Inc.
Bristol Mfg. Co.
Burkhardt Co.
Chicago Saddlery Co.
DOPPELT, CHARLES, & CO., INC.
Doppelt, M. A.

Eastern Bag Mfg. Corp.
Feldco Loose Leaf Corp.
Fontana Bros.
Green Bay Luggage Co., Inc.
Knickerbocker Case Co.
LEATHERCRAFT, INC.
Lexington Leather Goods Co.
Lifton Mfg. Corp.
National Brief Case Mfg. Co., Inc.
Northwest Leather Goods Co.
Reif, A., & Co.
Reuben Co.
Schell Leather Goods Co. Inc.
Shank Leather Goods Co.
Standard Brief Case Co., Inc.
STEIN BROS. MFG. CO.
Supreme Leather Goods Co.
Thomases & Co.
U. S. Luggage & Leather Products Co.
Warren Leather Goods Co.
WILSON JONES CO.
Winfield Mfg. Co.

Brief Bags (Plastic)

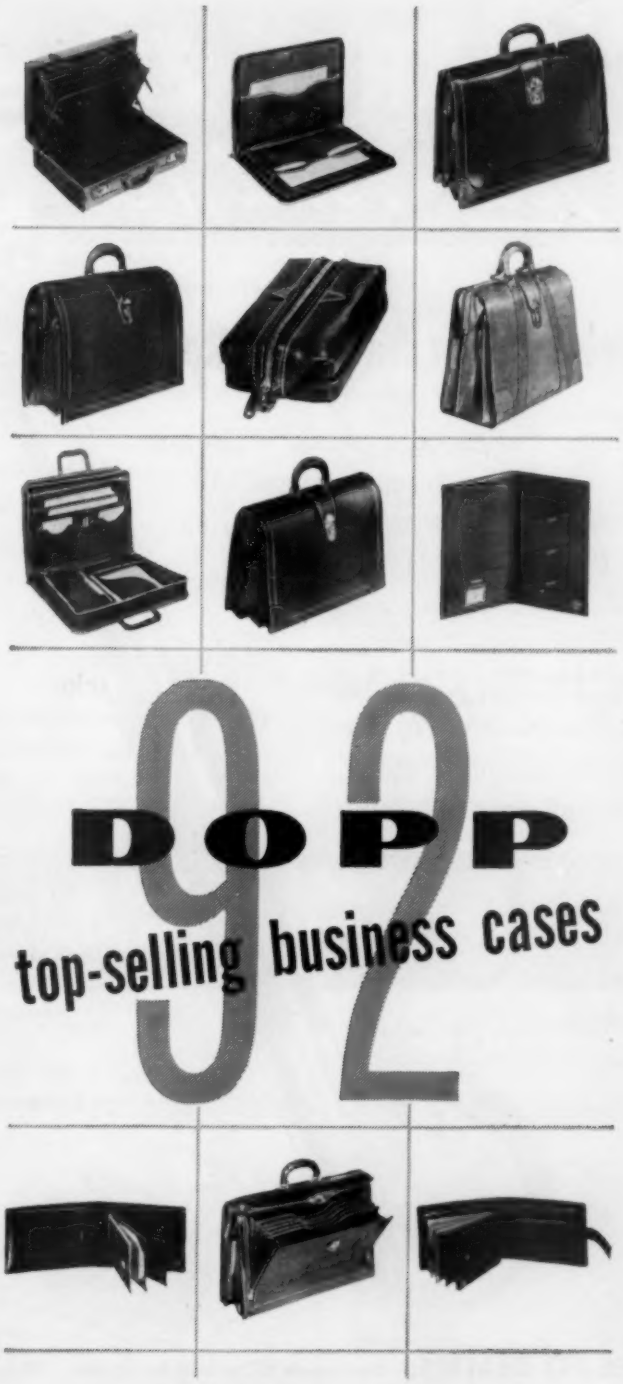
Art Plastics Mfg. Co.
Bosca, Hugo, Co., Inc.
Boyle Leather Goods Co., Inc.
Chicago Saddlery Co.
DOPPELT, CHARLES, & CO., INC.
Eastern Bag Mfg. Corp.
Feldco Loose Leaf Corp.
Forbes Products Corp.
Knickerbocker Case Co.
LEATHERCRAFT, INC.
Lexington Leather Goods Co.
National Brief Case Mfg. Co., Inc.
Northwest Leather Goods Co.
Plastic Fabricators, Inc.
Reif, A., & Co.
Reuben Co.
Standard Brief Case Co., Inc.
STEIN BROS. MFG. CO.
Supreme Leather Goods Co.
Warren Leather Goods Co.
Winfield Mfg. Co.

Brief Cases (Imitation Leather)

Boyle Leather Goods Co., Inc.
Burkhardt Co.
Canvas & Leather Novelty Co.
DOPPELT, CHARLES, & CO., INC.
Dresner, S., & Son, Inc.
Eastern Bag Mfg. Corp.
Feldco Loose Leaf Corp.
Fontana Bros.
Knickerbocker Case Co.
LEATHERCRAFT, INC.
Lexington Leather Goods Co.
Lifton Mfg. Corp.
National Brief Case Mfg. Co., Inc.
Northwest Leather Goods Co.
Reif, A., & Co.
Reuben Co.
Shank Leather Goods Co.
Simon Products Co.
Standard Brief Case Co., Inc.
STEIN BROS. MFG. CO.
Supreme Leather Goods Co.
Thomases & Co.
Warren Leather Goods Co.
WILSON JONES CO.
Winfield Mfg. Co.

Brief Cases (Leather)

American Trunk & Case Co.
ASSOCIATED STATIONERS SUPPLY CO.
Benner Leather Goods Co.
BOORUM & PEASE CO.
Bosca, Hugo, Co., Inc.
Boyle Leather Goods Co., Inc.
Bristol Mfg. Co.
Burkhardt Co.
Carlton Brief Case Corp.
Chicago Saddlery Co.
Columbia Walescraft Ltd.
DOPPELT, CHARLES, & CO., INC.
Doppelt, M. A.
Dresner, S., & Son, Inc.
Eastern Bag Mfg. Corp.
Feldco Loose Leaf Corp.
Fontana Bros.
Galewski, A., & Sons, Inc.
Green Bay Luggage Co., Inc.
Knickerbocker Case Co.
Landa Leather Products Co.
LEATHERCRAFT, INC.
Lexington Leather Goods Co.
Lifton Mfg. Corp.
Luxor Leathercraft Corp.
Major Leather Goods Mfg. Co.
Mutual Brief Case Co., Inc.
National Brief Case Mfg. Co.
New Rexbilt Leather Goods Corp.
Northwest Leather Goods Co.
Reif, A., & Co.
Reuben Co.
Rumpp, C. F., & Sons
Schell Leather Goods Co., Inc.
Shank Leather Goods Co.



Sell the line that's pre-sold with
prestige national advertising—
Write for catalog and price list today!

Nationally advertised

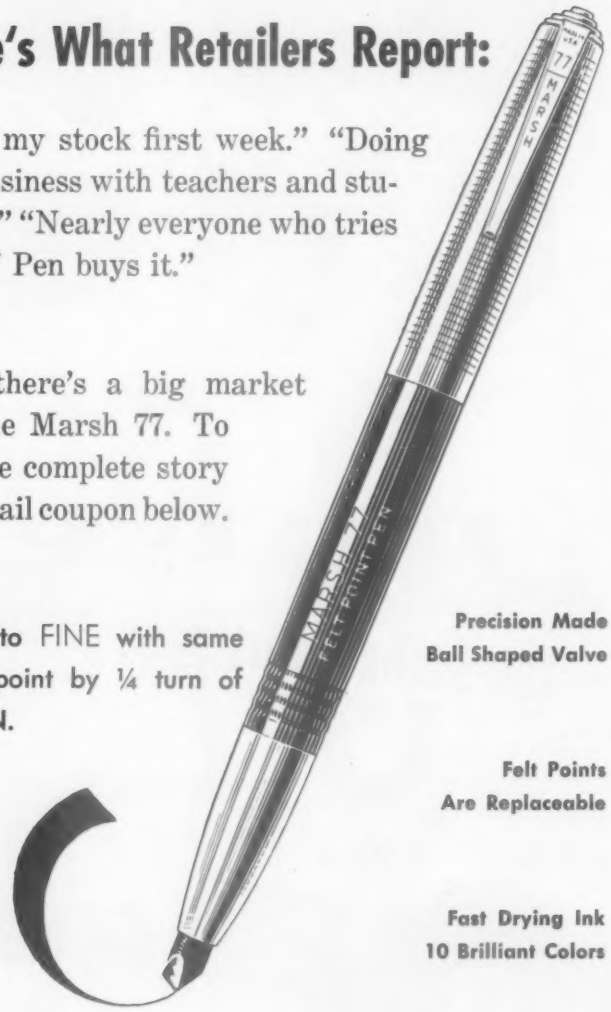
Charles Doppelt & Co., INC.
2024 S. WABASH AVE. • CHICAGO 16, ILL.
Showrooms: New York — 389 Fifth Ave. • Telephone MUrrayhill 3-5777
Los Angeles — 712 Olive St. • Merchandise Mart Building

MARSH 77
Felt-Point Pen

Here's What Retailers Report:

"Sold my stock first week." "Doing big business with teachers and students." "Nearly everyone who tries the 77 Pen buys it."

Yes, there's a big market for the Marsh 77. To get the complete story just mail coupon below.



BOLD to FINE with same chisel point by ¼ turn of 77 PEN.

Precision Made Ball Shaped Valve

Felt Points Are Replaceable

Fast Drying Ink 10 Brilliant Colors

FREE TO DEALERS: Free sample 77 Pen with initial order. Fill in and mail the coupon below for further information.

MARSH STENCIL MACHINE CO.
83 Marsh Building
Belleville, Ill.

Gentlemen: Attached is our business letterhead. We want to sell the MARSH 77 Pen. Send us prices and complete information.

NAME.....TITLE.....

COMPANY.....

ADDRESS.....

CITY.....ZONE.....STATE.....

Brief Cases (Leather)
(Continued from page 51)

Sheppard, C. E., Co.
Standard Brief Case Co., Inc.
Standard Leather Products, Inc.
STEIN BROS. MFG. CO.
Supreme Leather Goods Co.
Thomases & Co.
U. S. Luggage & Leather Products Co.
Warren Leather Goods Co.
WILSON JONES CO.
Winfield Mfg. Co.

Brief Cases (Plastic)

Art Plastics Mfg. Co.
Boyle Leather Goods Co., Inc.
Canvas & Leather Novelty Co.
Chicago Saddlery Co.
DOPPELT, CHARLES, & CO., INC.
Dresner, S., & Son, Inc.
Eastern Bag Mfg. Corp.
Feldco Loose Leaf Corp.
Knickerbocker Case Co.
LEATHERCRAFT, INC.
Lexington Leather Goods Co.
National Brief Case Mfg. Co., Inc.
Northwest Leather Goods Co.
Plastic Fabricators, Inc.
Reif, A., & Co.
Reuben Co.
Standard Brief Case Co., Inc .
STEIN BROS. MFG. CO.
Supreme Leather Goods Co.
Warren Leather Goods Co.
Winfield Mfg. Co.

Brief Covers
(See Covers, Brief)

Brush Pens
(See Brushes, Marking, Fountain)

Brushes (Artists)

Arel, Inc.
BINNEY & SMITH INC.
BRADLEY, MILTON, CO.
BROWN, ARTHUR, & BRO., INC.
BRUSHMAKERS, INC.
Craftint Mfg. Co.
Delta Brush Mfg. Corp.
Elliott, B. K., Co.
Favor, Ruhl & Co., Inc.
Fine Art Brush Co., Inc.
Grumbacher, M., Inc.
Morilla Co., Inc.
Nobema Products Corp.
Osborn Mfg. Co.
Paasche Airbrush Co. (Air)
Weber, F., Co., Inc.

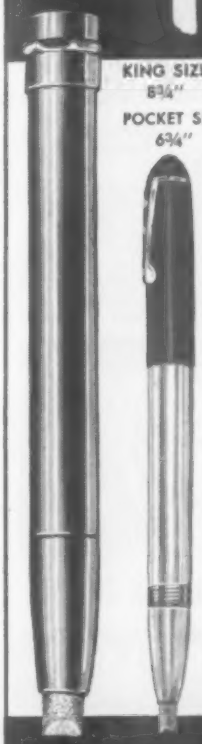
Brushes (Glue and Paste)

Applicator Co.
BRADLEY, MILTON, CO.
Craftint Mfg. Co.
Crescent Products Co.
Delta Brush Mfg. Corp.
Fine Art Brush Co., Inc.
Gane Bros. & Lane, Inc.
GLUE-FAST EQUIPMENT CO., INC.
Grumbacher M., Inc.
IDL MFG. & SALES CORP.
Maendler Brush Mfg. Co., Inc.
Myers, Fred L., Co., Inc.
Osborn Mfg. Co.
Pomeroy, I., Co.
Sanford Ink Co.
Weeks, Frank A., Mfg. Co.

Brushes (Marking, Fountain)

Avon Pen Products Co., Inc.
BANKERS & MERCHANTS, INC.
BINNEY & SMITH, INC.
Compass Instrument & Optical Co., Inc.
Craftint Mfg. Co.
CUSHMAN & DENISON MFG. CO.
Davids, W. I., & Co.
Diagraph-Bradley Industries, Inc.
Dri-Flo Mfg. Co.
Eyer & Co.
Floquil Products, Inc.
Garvey Fountain Brush & Ink Co.
Gibson, A. C., Co., Inc.
Ideal Stencil Machine Co.
Jet Mfg. Co., Inc.
Lux Pen Co.
Mark King Corp.
MARKWELL MFG. CO., INC.
MARSH STENCIL MACHINE CO.
Matthews, James H., & Co.

Flo-master FELT-TIP PEN



FOR SHIPPING CLERKS, ARTISTS, STORES, OFFICES, FACTORIES, HOMES. Writes on any Surface—glass, metal, cellophane, foil, cloth, wood, paper.

- Available in 2 sizes: 1—Pocket-Size for general use: 2—King Size for heavy industrial use.

Made of aluminum with satin finish. Valve-controlled—leak-proof. Interchangeable felt nibs in various sizes from 1/32" to 1" face.

Nationally advertised and backed by a complete merchandising plan. Flo-master is a fast-moving profitable item.

For further information, send for descriptive catalog.

FLO-MASTER INKS IN SELF-DISPENSING CONTAINERS

- Permanent—won't rub off—in black and wide range of colors. Self-dispensing spouts for direct filling either Pocket-size or King size. 5 sizes—2 oz., 4 oz., ½ pt., pt., qt.

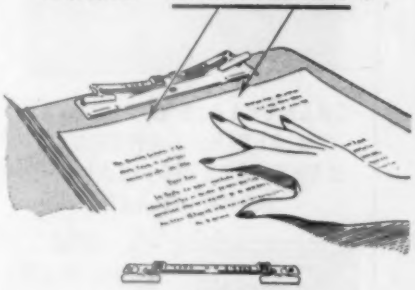
POCKET-SIZE FLO-MASTER COUNTER MERCHANDISER

One of the best "silent salesmen" you have ever used. Holds six Flo-masters each with a gayly colored cap (red, green, blue, silver, gold and black).

Popular-Profitable BINDING DEVICES...

CADO *"Punchless" Binder*

Look – No Holes!

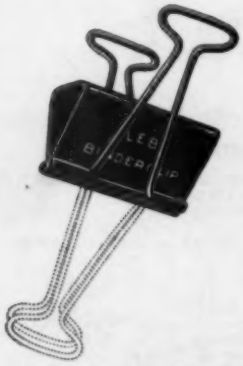


SLIDE LOCKS CLOSED

By actual test the Cado Punchless Binder saves 80% in time. Papers are bound or released by merely pushing two slides. Cover made of genuine pressboard – red, black or gray. Letter or legal size with clip at top or side.

L.E.B.

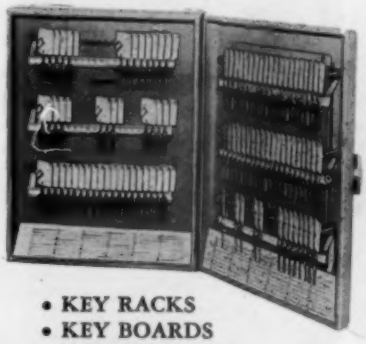
THE ORIGINAL
Binder Clip



- for quick sturdy binding
- handles may be folded back or removed
- 3 Binding Capacities
  #2 – ⅜" #5 – ⅝" #10 – 1¼"

CADO *KE-MASTER*

Key Control System



- KEY RACKS
- KEY BOARDS
- KEY CABINETS

Readily adaptable for small or large quantities of keys. Units come complete with key tags and control index. Unit shown is KE-CABINET C-120A for 120 keys.

For further information write for descriptive catalog.

CUSHMAN & DENISON Mfg. Co.
155 West 23rd Street • New York 11, New York

Brush Tips
BY BRUSHMAKERS

Popular Office Machine Brushes of tough Nylon Bristles*

TYPEMASTER Type Cleaning Brush cleans type without solvents. Nylon bristles wash easily with soap and water. 50c ea., $6.00 doz.

HANDIMASTER Machine Dusting Brush reaches hard-to-get-at places of office machines. Permanently locked-in construction will not release grip on bristles. No loose bristles to clog or jam machine. 50c ea., $6.00 doz.

STENO-KIT Combines one each of the TYPEMASTER, HANDIMASTER and STENO-MASTER RE-FILLABLE ERASER. A complete brush kit for the stenographer. $1.50 ea., $18.00 doz.

*All items attractively carded on board. May be assorted for quantity discounts. Write for complete information.

Brushmakers, Inc.
529 So. 7th St. • Minneapolis 15, Minn.

Brushes (Marking, Fountain)
(Continued from page 52)

Missouri Brush & Crayon Co.
Mutual Paper Co., Inc.
No-Mek Pen Products
Robinson International Corp.
Speedry Products, Inc.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
Time Saving Specialties
Universal Fountain Brush Co. Inc.

Brushes (Marking, Stencil)

AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Craftint Mfg. Co.
CUSHMAN & DENISON MFG. CO.
Delta Brush Mfg. Corp.
Diagraph-Bradley Industries, Inc.
Dri-Flo Mfg. Co.
Fine Art Brush Co., Inc.
Garvey Fountain Brush & Ink Co.
Gibson, A. C., Co., Inc.
Grumbacher, M., Inc.
Ideal Stencil Machine Co.
Jet Mfg. Co., Inc.
MARKWELL MFG. CO., INC.
MARSH STENCIL MACHINE CO.
Matthews, James H., & Co.
Missouri Brush & Crayon Co.
Speedry Products, Inc.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
Time Saving Specialties
Universal Fountain Brush Co.

Brushes (Typewriter)

Ames Supply Co.
BRUSHMAKERS, INC.
Delta Brush Mfg. Corp.
Fine Art Brush Co., Inc.
Gabe Mfg. Corp.
Grumbacher, M., Inc.
Hahn, Arthur W.
Hertzberg, H., & Son, Inc.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
IDL MFG. & SALES CORP.
Regal Typewriter Co., Inc.
Rogers, W. T., Co.
Royal Typewriter Co., Inc.
Safeguard Corp.
Sanford Ink Co.
Sekine, I., Co., Inc.
Shipman-Ward Mfg. Co.
Speed-O-Print Corp.
Typewriter Equipment Co., Inc.

Budget Books
(See Books, Budget)

Bulldog Clips
(See Clips, Bulldog)

Bulletin Boards (Changeable Letter)

ACME BULLETIN & DIRECTORY BOARD CORP.
Acromark Co.
Advance Directory Co.
BANKERS & MERCHANTS, INC.
Clark, R. W., Mfg. Co.
Clark, W. L., Co., Inc.
Coast Directory Co.
DAVENPORT, A. C., & SON, INC.
Dayton Stencil Works Co.
Matthews, J. H., & Co.
Tablet & Ticket Co.
U. S. Bronze Sign Co., Inc.
U. S. Changeable Sign Co.

Bulletin Boards (Cork)

ACME BULLETIN & DIRECTORY BOARD CORP.
Acromark Co.,
Angle Genesee Corp.
Armstrong Cork Co.
BANKERS & MERCHANTS, INC.
Barricks Mfg. Co.
Beckley-Cardy Co.
Clark, R. W., Mfg. Co.
Coast Directory Co.
Congoleum-Nairn, Inc.
DAVENPORT, A. C., & SON, INC.
Dayton Stencil Works Co.
Educational Exhibition Co.

DAV-SON

Nationally Known Manufacturers of CHANGEABLE LETTER AND CORK

BULLETIN BOARDS

WOOD OR METAL FRAMES WITH OR WITHOUT LIGHTS

CHANGEABLE LETTERBOARDS FOR
- Directories
- Announcements
- Price Lists
- Desk Name Plates
- Safety
- Production
- Inventory
- Schedules
- Menus
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(Continued from page 55)

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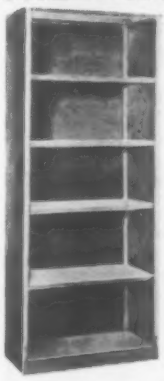

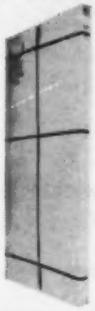

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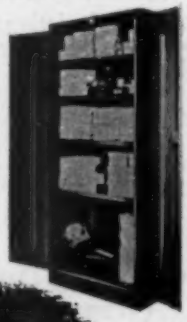

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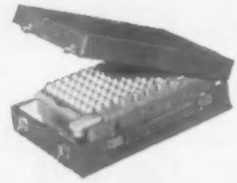

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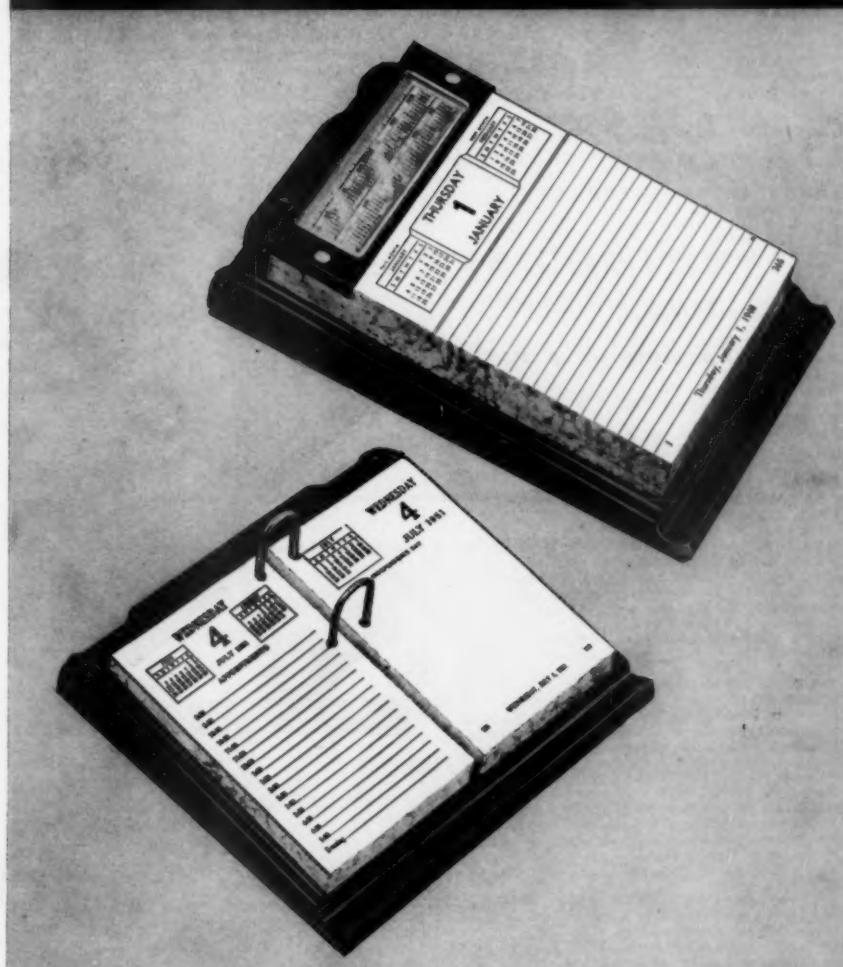

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Nascon Products Division
National Blank Book Co.
Robinson Reminders
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Smith, S. K., Co.
STANDARD DIARY CO.
Stationers Specialty Corp.
Ward, Samuel, Mfg. Co.
WILSON JONES CO.

Calendars (Bank Lobby, Perpetual)

ABBOTT COIN COUNTER CO.
Bank Products Co.
Changepoint, Inc.
Michaels Art Bronze Co.
POLAR MFG. CO.

Calendars (Bank, Wall, Perpetual)

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Bank Products Co.
Finch & McCullough
MAYER MFG. CO.
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Autopoint Co.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Bank Products Co.
Banov-Bernsley & Co.
Beistle Co.
Charm Products Mfg. Corp.
CHICAGO DESK PAD CO., INC.
Clark, Keith, Inc.
Colson, U. O., Co.
COLUMBIAN ART WORKS, INC.
Dale, Robert, Co., Inc.
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EVER READY CALENDAR MFG. CO.
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Fox Co.
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Freeman, E. L., Co.
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Hall, J. C., Co.
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National Blank Book Co.
Nichols Products Co.
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Robinson Reminders
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Serolite Corp.
SMITH METAL ARTS CO., INC.
STANDARD DIARY CO.
Star Office Accessories Co.
STARK CALENDARS, INC.
Stationers Guild of America
Stationers Specialty Corp.
Weeks, Frank A., Mfg. Co.
WILSON JONES CO.
Wilson Memindex Co.
World Mfg. Co.

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Autopoint Co.
Bank Products Co.
Banov-Bernsley & Co., Inc.
Bates Mfg. Co.
Charm Products Mfg. Corp.
Continental Mfg. Co.
Doringer Co.
Finch & McCullough
General Diaries Corp.
Guedon Co.
National Blank Book Co.
Nichols Products Co.
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POLAR MFG. CO.
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SMITH METAL ARTS CO., INC.
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Kurtz Bros.
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Milprint, Inc.
POLAR MFG. CO.
STANDARD DIARY CO.
STARK CALENDARS, INC.
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(See Intercommunication Systems)

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(See Check Cancelers)

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ERIE ART METAL CO., INC.
FRANKLIN METAL PRODUCTS CO.
Hope Metal Products, Inc.
Jayem Sales Corp.
Lawson, F. H., Co.
MASTER METAL PRODUCTS, INC.
Solar-Sturges Mfg. Co.
United Metal Box Co., Inc.
Vanpe, Inc.

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(See Thermos Sets and Carafes)

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Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Mfg. Co.
American Carbon Paper Corp.
American Manifold Products Corp.
American Ribbon & Carbon Co., Inc.
American Stencil Mfg. Co.
Ames Supply Co.
ASSOCIATED STATIONERS SUPPLY CO.
Baco Ribbon & Supply Co.
Bison Research Service
Buckeye Ribbon & Carbon Co.
Burroughs Corp.
Carter's Ink Co.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
CONSOLIDATED RIBBON & CARBON CO.
Continental Ribbon & Carbon Co.
Copy Papers Sales & Service Agency, Inc.
Curtis-Young Corp.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co., Inc.
Frye Mfg. Co.
General Manifold & Printing Co.
Heale, J. A., & Co., Inc.
Hynes Mfg. Co.
International Business Machines Corp.
International Carbon & Ribbon Co., Inc.
Kee Lox Mfg. Co., Inc.
Key Ribbon & Carbon Co.
Kodye, Inc.
Kores Carbon Paper & Ribbons Mfg. Corp.
Kraus Ribbon & Carbon Co.
Leedall Products Mfg. Co.
Little, A. P., Inc.
Manifold Supplies Co.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Neidich Process Div.
Nelson-Eismann Co.
Northeast Mills Paper Co.
Old Dutch Line
Old Town Corporation
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WEBSTER'S LINE IS COMPLETE for both Spirit or Direct Process type and Gelatin or Indirect Process type. Materials are carefully matched, designed to turn out clean, clear copies. Accessories such as cleaners and hektowriter ribbons are forceful door-openers.

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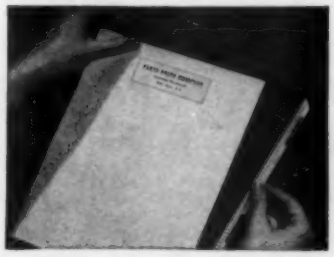

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Royal Typewriter Co., Inc.
SHALLCROSS CO.
Smith-Corona Inc.
Shipman-Ward Mfg. Co.
Snelling & Son
Standard Manifold Co.
Stationers Guild of America
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
Stylograph Corp.
Tru-Rite, Inc.
Underwood, John, & Co.
UNDERWOOD CORP.
Union Ribbon & Carbon Co.
U. S. CARBON & RIBBON MFG. CO., INC.
Waters & Waters Branch
Waxon-Carboff, Inc.
WEBSTER, F. S., CO.
Write, Inc.

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American Manifold Products Corp.
American Stencil Mfg. Co.
Autocopy, Inc.
Beck Duplicator Co.
Buckeye Ribbon & Carbon Co.
Burroughs Corp.
Carter's Ink Co.
Codo Mfg. Corp.
Colonial Carbon Co.
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CHECK WRITERS
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Leedall Products Mfg. Co.
Little, A. P., Inc.
Manifold Supplies Co.
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Nelson-Eismann Co.
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Queen Ribbon & Carbon Co.
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Underwood, John, & Co.
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Write, Inc.

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American Carbon Paper Corp.
American Carbon Paper Mfg. Co.
American Manifold Products Corp.
American Ribbon & Carbon Co. Inc.
American Stencil Mfg. Co.

Baco Ribbon & Supply Co.
Buckeye Ribbon & Carbon Co.
COLUMBIA RIBBON & CARBON MFG. CO.
CONSOLIDATED RIBBON & CARBON CO.
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Frankel Carbon & Ribbon Co.
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HANO, PHILIP, CO.
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American Carbon Paper Mfg. Co.
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American Ribbon & Carbon Co., Inc.
American Stencil Mfg. Co.
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Baco Ribbon & Supply Co.
Buckeye Ribbon & Carbon Co.
Burroughs Corp.
Carter's Ink Co.
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COLUMBIA RIBBON & CARBON MFG. CO., INC.
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Franklin Ribbon & Carbon Co., Inc.
Frye Mfg. Co.
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International Carbon & Ribbon Co., Inc.
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Key Ribbon & Carbon Co.
Kores Carbon Paper & Ribbons Mfg. Corp.
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UNDERWOOD CORP.
WEBSTER, F. S., CO.

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(See Ribbons, Typewriter, Carbon Paper)

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Card Cases (Calling Card)

(See Cases, Calling Card)

Card Catalog Files

(See Furniture, Library)

Card and Paper Cutters

(See Trimming Boards)

Card Holders (Display)

(See Holders, Price Card)

Card Holders (Transparent)

(See Holders, Card, Transparent)

Card Index Files

(See Files, Card Index)

Card Index Systems

(See Index Guides, Card)

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Marvin Envelope & Paper Co.
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Reynolds & Reynolds Co.
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(See Greeting Cards)

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(See Index Cards)

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(See Ball Pen Cartridges)

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ART STEEL SALES CORP.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
Currier Mfg. Co.
NU-CRAFT PRODUCTS CO.
Strayer Coin Bag Co.
Weis Mfg. Co.

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(See Files, Bill Head, Wall Type)

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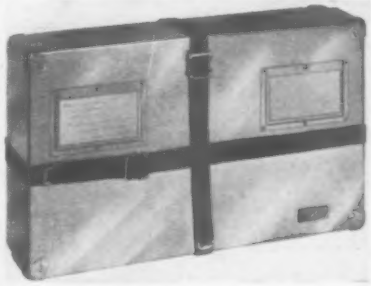

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Enger-Kress Co.
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Landa Leather Products Co.
Stationers Specialty Corp.
Wiggins, John B., Co.
Wilson Memindex Co.

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Autopoint Co.
Barwel Mfg. Co., Inc.
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Kirk Plastic Co.
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Veri-Nu Products Co.
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Knickerbocker Leather & Novelty Co.
Landa Leather Products Co.
Lexington Leather Goods Co.
MASON STATIONERY PRODUCTS, INC.
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POLAR MFG. CO.
REDI-RECORD PRODUCTS CO.
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(See Fixtures, Store, Showcases)

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Kirk Plastic Co.
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Lexington Leather Goods Co.
Lifton Mfg. Co.
National Brief Case Mfg. Co., Inc.
New Rexbilt Leather Goods Corp.
Plastic Service Co.
Reif, A., & Co.
Robert Mfg. Co.
Standard Brief Case Co., Inc.
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General Fibre Products Co.
KUNTZENDORF, C., & CO. (Aluminum)
U. S. Travelware Corp.

Cases (Music)

Boyle Leather Goods Co., Inc.
Lexington Leather Goods Co.
Lifton Mfg. Co.
Plastic Service Co.
Reif, A., & Co.
Serolite Corp.
Standard Brief Case Co., Inc.
Winfield Mfg. Co.

Cases (Office Machine)
(See Cases, Typewriter)

Cases (Pamphlet)

Demco Library Supplies
Gaylord Bros., Inc.
Globe-Wernicke Co.

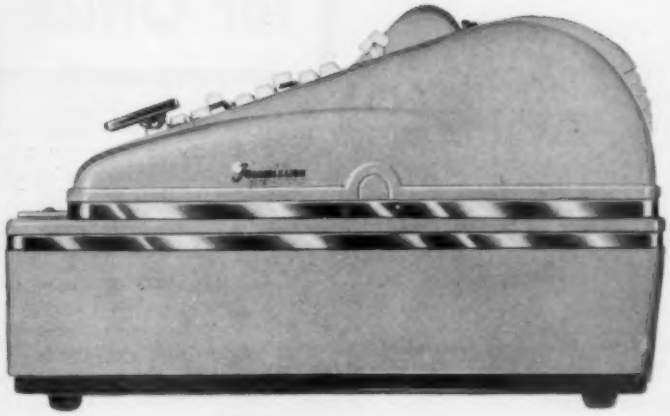
Cases (Salesmen's Sample)

American Trunk & Case Co.
Barwel Mfg. Co., Inc.
Boyle Leather Goods Co., Inc.
Buchan Loose Leaf Records Co.
Burkhardt Co.
Can-Pro Corp.
Chicago Saddlery Co.
DOPPELT, CHARLES, & CO., INC.
Doppelt, M. A.
Dresner, S., & Son, Inc.
Fiberbilt Sample Case Co., Inc.
Galewski, A., & Sons, Inc.
Knickerbocker Case Co.
Lifton Mfg. Corp.
Luxor Leathercraft Corp.
National Brief Case Mfg. Co.
Plastic Service Co.
Reif, A., & Co.
Reuben Co.
Schell Leather Goods Co., Inc.
Standard Brief Case Co., Inc.
STEIN BROS. MFG. CO.
Supreme Leather Goods Co.
Thomases & Co.
U. S. Luggage & Leather Products Co.
Warren Leather Goods Co.
Winfield Mfg. Co.
Winship Co.

Cases (Transfer)
(See Files, Storage)

Cases (Trophy)

Beckley-Cardy Co.
CARLTON-SURREY, INC.

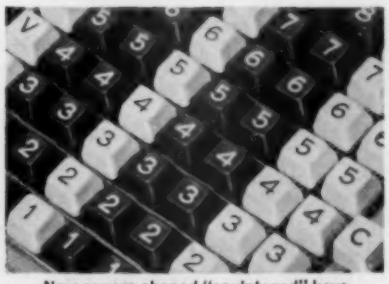


a new concept of cash register design

If there is *one* cash register which fully meets the performance and budget needs of *all* small and medium size retailers—surely it is the magnificent new Regna DeLuxe! A cash register . . . an adding machine . . . a bookkeeping machine—it is ideally suited for the multiple functions of cash protection, cash-credit control and general figurework. Sturdy, precision-built, soft-spoken . . . virtually maintenance-free! And note the Regna's trim, rounded styling: so elegant, compact, unobtrusive. Yet for all this versatility and beauty, the Regna is low-priced, within easy reach of the smallest storekeeper! New manual or electric models with through-colored Carbamide cases in green, ivory and maroon.

Regna can print double cash receipts (one for store, one for customer).

Visible item indication shows clerk and customer individual items, total.



New square-shaped "sculptured" keys are far easier and faster to operate.

A complete stock of Regna parts is located in service centers throughout the U. S.

REGNA CASH REGISTER

Regna Cash Registers, Inc.
175 Fifth Avenue, New York 10, N. Y.

Gentlemen:

Please send details and prices on the Regna Deluxe Cash Register plus information about becoming a Regna dealer.

Name.....

Company.....

City.....Zone.....State.....

Cases (Trophy)

(Continued from page 64)

Columbus Show Case Co.
Excellent Cabinet Works Co.
Great Lakes Store & Office Fixture Co.
IDEAL SCHOOL SUPPLY CO.
Michaels Art Bronze Co., Inc.
Newman Bros., Inc.
ROWLES, E. W. A., CO.
Sarvis Mfg. Co.

Cases (Typewriter)

Ames Supply Co.
Boyle Leather Goods Co., Inc.
Knickerbocker Case Co.
Regal Typewriter Co., Inc.
Remington Rand Inc., Dealer Sales Division
Shipman-Ward Mfg Co.
Typewriter Accessories Co.
U. S. Luggage & Leather Goods Co.
Warren Leather Goods Co.
Winship Co.

Cash and Strong Boxes

(See Boxes, Cash)

Cash Drawer Bases

ARNOT-JAMESTOWN DIVISION
Indiana Cash Drawer Co.
International Cash Register & Parts Co.
Leeds Cash Register Mfg. Co.
NU-CRAFT PRODUCTS CO.
Remington Rand Inc.
Uarco Incorporated
UNITED CUTLERY & HARDWARE PRODUCTS CO.

Cash Drawers

(Adding Machine Attached)

Allen, R. C., Business Machines, Inc.
Burroughs Corp.
Clary Multiplier Corp.
Monroe Calculating Machine Company, Inc.
Remington Rand Inc., Dealer Sales Division
Smith-Corona Inc.
Victor Adding Machine Co.

Cash Drawers

(Autographic Register Attached)

Accurate Sales Book Co.
AMERICAN REGISTER CO.
Consolidated Business Systems, Inc.
Egry Register Co.
Hamilton Autographic Register Co.
HANO, PHILIP, CO., INC.
Indiana Cash Drawer Co.
Miami Systems Corp.
Moore Business Forms, Inc.
National Carbon Coated Paper Co.
Nichols, H. W., Salesbook Co.
Rediform Division
Shelby Salesbook Co.
Standard Register Co.
Uarco Incorporated

Cash Drawers (Under Counter)

ABBOTT COIN COUNTER CO.
ARNOT-JAMESTOWN DIVISION
ART STEEL SALES CORP.
General Fireproofing Co.
Heller, W. C., & Co.
Indiana Cash Drawer Co.
International Cash Register & Parts Co.
MOSLER SAFE CO.
NU-CRAFT PRODUCTS CO.
Orthwine, Rudolf, Corp.
PEERLESS STEEL EQUIPMENT CO.
Tucker-Dorsey Mfg. Corp.
Watson Mfg. Co.
Yawman and Erbe Mfg. Co.

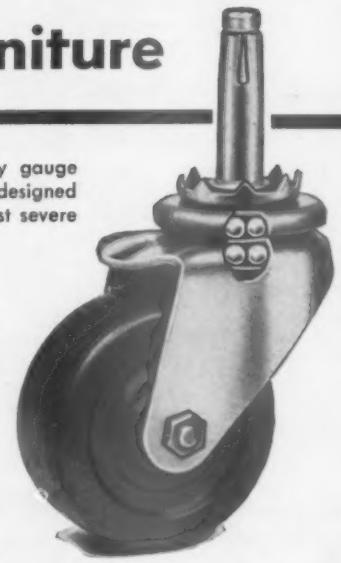
Cash Register Parts

International Cash Register & Parts Co.
Leeds Cash Register Mfg. Co.
National Cash Register Co.
PEARL ENGRAVING CORP.

Cash Register Rolls

(See Rolls, Paper, Cash Register)

"Master-Made" CASTERS for Office Furniture



These casters are made of extra heavy gauge steel to insure great strength. They are designed to give utmost satisfaction under the most severe service conditions.

Special Features

BALL BEARINGS extra heavy with precision engineered races . . .

WHEELS of molded rubber, choice of either hard or soft tread. . . .

AXLE is non-turning, easily removed for changing wheels . . .

STEM is precision machined . . . SWIVEL, floating action type . . .

WHEEL FORK of heavy gauge hardened steel.

"MASTER-MADE" Casters are smooth rolling, easy on floors, and available in all standard sizes and types.

MASTER MANUFACTURING CO.
1676 EAST 28th ST., LORAIN, OHIO
Phone 71-001

Cash Registers (Standard)

Allen, R. C., Business Machines, Inc.
Burroughs Corp.
Clary Multiplier Corp.
Federal Cash Register Co.
McCaskey Register Division
National Cash Register Co.
Register Div., Rockwell Mfg. Co.
REGNA CASH REGISTERS, INC.
Remington Rand Inc.
Smith-Corona Inc.

Cashier's Pad Racks

(See Racks, Cashier's Pad)

Caster Bases (Filing Cabinet)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
BERGER MFG. DIV.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
General Fireproofing Co.
INVINCIBLE METAL FURNITURE CO.
Shaw-Walker Co.
VICTOR SAFE & EQUIPMENT
Watson Mfg. Co.
Yawman and Erbe Mfg. Co.

Caster Cups (Glass)

Anchor Hocking Glass Corp.
Hazel-Atlas Glass Co.
Sneath Glass Co.

Caster Cups (Metal)

DARNELL CORP., LTD.
Weber-Knapp Co.

Caster Cups (Plastic)

Armstrong Cork Co.
BASSICK CO.
FAULTLESS CASTER CORP.
Floorcraft Co.

Caster Cups (Rubber)

Armstrong Cork Co.
BASSICK CO.
DARNELL CORP., LTD.
FAULTLESS CASTER CORP.
Floorcraft Co.
Konko Sales Co.
MASTER MFG. CO.
Schacht Rubber Mfg. Co.
Sun Rubber Co.

Casters (Furniture, Office)

BASSICK CO.
Colson Corp.
DARNELL CORP., LTD.
FAULTLESS CASTER CORP.
Floorcraft Co.
Kilian Mfg. Co.
Liebman, A. L., & Son, Inc.
MASTER MFG. CO.
NATIONAL LOCK CO.
Phoenix Caster Co., Inc.
Rosen, S., Mfg. Co.
Schacht Rubber Mfg. Co.
Schatz Mfg. Co.

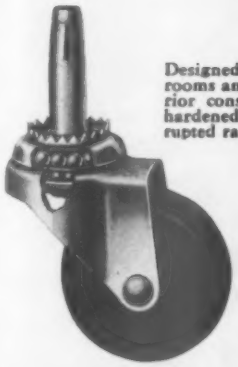
trade names got you ? ? *confused?*

Many trade names and trade marks seem to have no connection with the manufacturer. If this is your problem the Index of Trade Names & Trade Marks on page 247 should be the first place you turn to.

NOELTING

SPECIFY **Faultless** **CASTERS, CUPS and GLIDES**

for more complete applications on more types of furniture, at more profit. It's the Quality Line priced for volume sales.



WOOD FURNITURE DOUBLE BALL BEARING SWIVEL CASTERS

Designed especially for use on chairs in offices, study rooms and libraries, where quiet is essential. Of superior construction, this caster has two full rows of hardened ball bearings swiveling freely in uninterrupted raceways. Low over-all height, dust-proof construction. Bearings lubricated at factory. Furnished with either Ruberex (cushion tread) or Plaskite (hard tread) wheel. A very easy swiveling caster.

Copper Oxidized Finish

Style No.	Kind of Wheel	Diam. of Wheel	Weight Per Set of 4
2478	Ruberex	1⅝"	1 Lb. 6 Oz.
2479	Ruberex	2"	1 Lb. 10 Oz.
2378	Plaskite	1⅝"	1 Lb. 4 Oz.
2379	Plaskite	2"	1 Lb. 10 Oz.

Packed 1 Set in Individual Display Carton

FURNITURE CUPS FOR STATIONARY FURNITURE

Packed 1 Set in Individual Display Carton

Faultless Unbreakable Rockite and Ruberex Cups for heavy stationary furniture protect floor coverings. Made in fadeless brown shade.

SQUARE CUPS				ROUND CUPS			
Style No.	Size of Opening	Cushion Base	Hard Base	Style No.	Size of Opening	Cushion Base	Hard Base
SC4 112	1⅛"	Ruberex		RC4 138	1⅜"	Ruberex	
SC4 134	1¾"	Ruberex		RC4 158	1⅝"	Ruberex	
SC4 200	2"	Ruberex		RC7 138	1⅜"		Rockite
SC4 258	2⅝"	Ruberex		RC7 158	1⅝"		Rockite
SC7 112	1⅛"		Rockite				
SC7 134	1¾"		Rockite				
SC7 200	2"		Rockite				
SC7 258	2⅝"		Rockite				

CNS CUSHION CHAIR GLIDES

Faultless Flexible Cushion Chair Glides are made of hardened steel with rubber insulation. The live rubber acts as a shock absorber, protects chair against jars and vibration. Smooth rounded edges protect floor. Nickel finish.

No.	Base Diameter	Weight Per Set
CNS 078	⅞"	1½ Oz.
CNS 116	1 1/16"	2¾ Oz.
CNS 114	1¼"	3¼ Oz.
CNS 112	1½"	4½ Oz.

SRS CUSHION CHAIR GLIDES WITH MACHINE SCREW ATTACHMENT

Packed in Bulk

No.	Base Diameter	Weight Per Set
SRS 078	⅞"	1½ Oz.
SRS 116	1 1/16"	2¾ Oz.
SRS 114	1¼"	3¼ Oz.
SRS 112	1½"	4½ Oz.

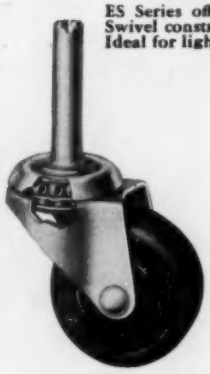
Faultless Cushion Chair Glide with machine screw attachment, 8-32 thread. For use on metal chairs. Furnished with nut.

UMBRELLA TYPE GLIDE FOR METAL TUBING

Especially designed for quick, permanent application to office, school and institutional metal tube furniture. Rubber cushion insulates metal from metal, eliminates noise or vibration. Spring steel umbrella. Nickel finish base.

Glide No.	Base Dia.	Socket No.	Tubing Inside Dia.	Tubing Outside Dia.
DRS 078	⅞"	201	.4375	⅝"
DRS 116	1 1/16"	203	.5625	11/16"
		204	.625	¾"
		208	.870	1"
		212	1.027	1⅛"

*Furnished with legmount.



METAL FURNITURE DOUBLE BALL BEARING CASTERS

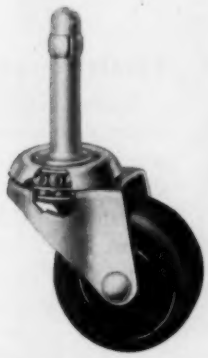
ES Series offers combined features of Double Ball Bearing Swivel construction, and pivot bearing stem for steel sockets. Ideal for light duty metal tube furniture.

Style No.	Diam. of Wheel	Kind of Wheel	Weight Set of 4 (Lbs.)
ES338	1⅜"	Plaskite	1¼
ES438	1⅜"	Ruberex	1¼
ES339	2"	Plaskite	1½
ES439	2"	Ruberex	1½

STEEL SOCKETS FOR ES CASTERS

Socket Number	I.D. Round Tube	O.D.
120	.777	⅞"
121	.810	1"
123	.872	1 1/16"
123A	.872	1 1/16"
124	.844	1"
124A	.844	1"
125	.894—.902	1"—1 1/16"
126	1.072	1¼"
126A	1.072	1¼"
127	1.120	1¼"
127A	1.120	1¼"
129	1.816—1.830	1 29/32"—1.9"
131	1.430 Square	1½" Square

Letter "A" designates nickel plated steel skirt.



EW SERIES WITH FRICTION GRIP STEM

Double ball bearing swivel with two complete rows of balls. Low overall height.

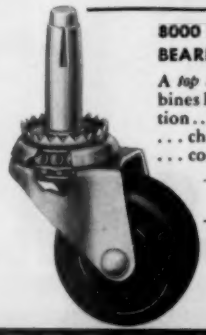
Style No.	Diam. of Wheel	Kind of Wheel	Weight Set of 4 (Lbs.)
EW338	1⅜"	Plaskite	1¼
EW438	1⅜"	Ruberex	1¼
EW339	2"	Plaskite	1½
EW439	2"	Ruberex	1½

1100 SERIES LIGHT DUTY DOUBLE BALL BEARING CASTER

Has two complete ball races, using best grade balls, all bearing surfaces hardened, special king pin construction, dustproof. Furnished with Roller Bearing Ruberex or Plaskite wheels. A very strong, durable caster.

Style No.	Kind of Wheel	Diam. Wheel	Size Plate	Lbs. Cap. Each
1123-3	Ruberex	3"	4 x 4	200
1123-4	Ruberex	4"	4 x 4	250
1131-3	Plaskite	3"	4 x 4	300
1131-4	Plaskite	4"	4 x 4	350

Rubber Tired Wheels Available



8000 SERIES DOUBLE BALL BEARING GRIP NECK CASTERS

A *top quality* double ball bearing office chair caster. Combines lowest overall height for this type precision construction . . . dustproof design . . . lubricated, hardened raceways . . . choice of hard or cushion tread composition wheels . . . copper oxidized finish. Packed one set in box.

Style No.	Diameter of Wheel	Kind of Wheel	Weight Per Set
8375	1¼"	Plaskite	1 lb.
8378	1⅝"	Plaskite	1 lb.
8379	2"	Plaskite	1 lb. 5 oz.
8478	1⅝"	Ruberex	1 lb.
8479	2"	Ruberex	1 lb. 5 oz.

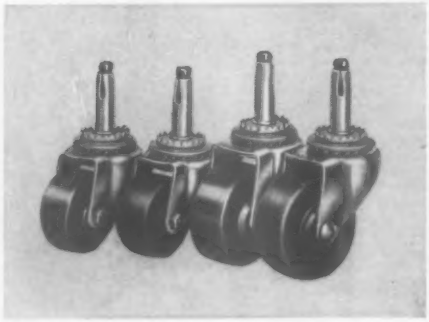
FAULTLESS CASTER CORPORATION EVANSVILLE 7, IND.

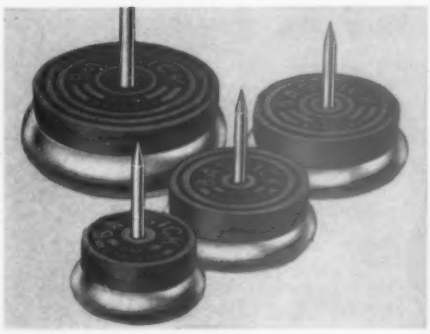
Offices in Atlanta, Boston, Buffalo, Chicago, Cleveland, Dallas, Detroit, Grand Rapids, High Point, Houston, Indianapolis, Los Angeles, New York, Philadelphia, St. Louis, Canada: Stratford, Ontario

Three ways to protect expensive office floors

Bassick "Diamond-Arrow" Casters

Office chairs and other movable furniture roll easily, smoothly on "Diamond-Arrows". Famous double ball-bearing action for fast, effortless swivelling. Soft rubber or tough plastic treads for safe, sure floor protection. Types for metal or wood legs.



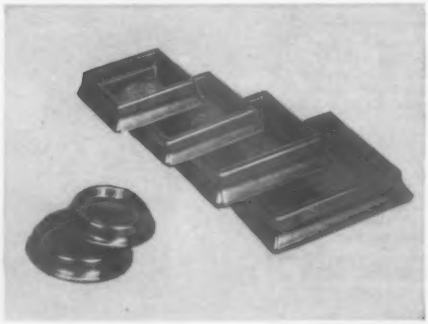


Bassick Rubber-Cushion Glides

Lounge chairs, sofas and heavy furniture slide smoothly, won't mar floors when equipped with Rubber-Cushion Glides. Broad, flat base of polished, hardened steel for friction-free movement. Live rubber cushion absorbs shocks and bumps. Sizes for every need; adapters for metal-tubing legs.

Bassick No-Mar Furniture Rests

Prevent heavy furniture (desks, sofas, etc.) from denting resilient flooring by using No-Mar furniture rests. Built to highest quality standards, these heavy-duty cups and shoes stay on the job for years. Square rubber shoes; round and square composition shoes and cups.



THE BASSICK COMPANY, Bridgeport 2, Conn.
In Canada: Belleville, Ont.

ADVERTISED IN The Saturday Evening POST

Bassick

A DIVISION OF STEWART SW WARNER

MAKING MORE KINDS OF CASTERS
...MAKING CASTERS DO MORE

75 YEARS OF CASTER LEADERSHIP

Casters (Furniture, Office, Adjustable)

Adjustable Caster Co.
BASSICK CO.
Colson Corp.
FAULTLESS CASTER CORP.
Floorcraft Co.
Kilian Mfg. Co.
Liebman, A. L., & Son, Inc.
MASTER MFG. CO.
NATIONAL LOCK CO.
Rosen, S., Mfg. Co.
Schacht Rubber Mfg. Co.

Casters (Truck)

BASSICK CO.
Colson Corp.
FAULTLESS CASTER CORP.
Floorcraft Co.
Hamilton Caster & Mfg. Co.
Kilian Mfg. Co.
Nutting Truck & Caster Co.
Phoenix Caster Co.
Schacht Rubber Mfg. Co.

Catalog Binders
(See Binders, Catalog)

Catalog Racks
(See Binders, Catalog, Counter Rack)

Catalogs (Stock)

ASSOCIATED STATIONERS SUPPLY CO.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc. (Marking Devices)
Dalton, Wm. J., Advertising
Weeks, Frank A., Mfg. Co.

Cellarettes
(See also Bars, Office, Refrigerated)

Garland Furniture Co.
JASPER OFFICE FURNITURE CO.
JASPER TABLE CO., INC.
National Desk Co.
Probber, Harvey, Corp.
Seaburg Mfg. Co.
SPRINGER INDUSTRIES, INC.
Tri-Boro Enterprises, Inc.
Westcort Co.

Cellophane Bags
(See Bags, Cellophane)

Celluloid Sheet Protectors
(See Sheet Protectors)

Chair Bumpers
(See Bumpers and Guards, Furniture)

Chair Glides and Tips
(See Glides and Tips)

Chair Irons and Swivels

Automotive Stamping Co.
BASSICK CO.
Collier-Keyworth Co.
MURPHY-MILLER, INC.
Seng Company

Chair Mats
(See Mats, Chair)

Chair Pads and Cushions
(See Cushions, Chair)

EASY TO SELL

DARNELL

Office Chair

CASTERS

Always SWIVEL and ROLL

Ideal for use wherever easy movement is desired and floor protection is essential. These fine casters are available in a variety of stems, plate tops, sockets, adapters, etc., making it easy to replace the ordinary type of caster.

Ask about our dealer proposition

Free Manual

DARNELL CORP., LTD.
DOWNEY, (Los Angeles County) CALIF.

60 Walker Street, New York 13, N.Y.
36 North Clinton, Chicago 6, Illinois

JASPER CHAIR CO.
Jasper
JASPER, IND.

MANUFACTURERS OF

TOP-QUALITY CHAIRS

for

OFFICES, BANKS, SCHOOLS, LIBRARIES *and* PUBLIC BUILDINGS

"The RIGHT CHAIR *at the* RIGHT PRICE"

JASPER CHAIR CO.

Jasper, Indiana

Chair Springs
(See Chair Irons and Swivels)

Chairs (Bank of England, Wood)

Beaver Furniture Corp.
CARLTON-SURREY, INC.
Garland Furniture Co.
GUNLOCKE, W. H. CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
Johnson Chair Co.
MARBLE, B. L., CHAIR COMPANY
Milwaukee Chair Co.
Monarch Furniture Co., Inc.
Probber, Harvey, Corp.
Scerbe, Frank, & Sons, Inc.
Shaw-Walker Co.
Sikes Co., Inc.
Taylor Chair Co.
Worden Co.

Chairs (Bentwood)

Adirondack Chair Co.
Bentwood Products, Inc.
Buckstaff Co.
Crown Products Co.
HIGH POINT BENDING & CHAIR CO.
Thonet Industries, Inc.

keep it within
. . . reach

Yes, you'll reach for The O A Buyers Index many times throughout the year. Keep it within reach and it will keep you informed.

EXCLUSIVELY Yours...

"CRAFTSMAN" CHAIRS

No. 1700

"Craftsman" chairs are easy to sell, because their outstanding value reflects exclusive attention to the fine art of producing high class wood and upholstered chairs for business and professional use.

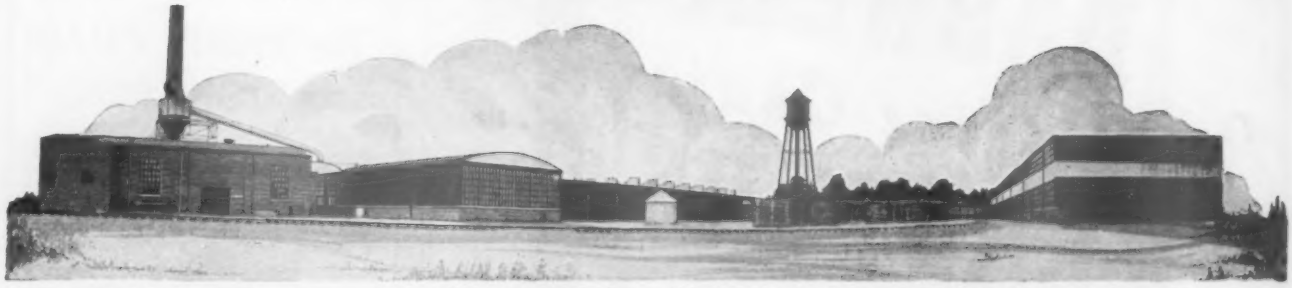
Write for catalog data.

JASPER SEATING CO.

JASPER, INDIANA

MEMBER WOOD OFFICE FURN. INSTITUTE

No. 980
Bank of England



Chairs (Executive, Aluminum)

ALUMINUM SEATING CORP.
ART METAL CONSTRUCTION CO.
Blair Aluminum Furniture Co.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
Cramer Posture Chair Co.
Doehler Metal Furniture Co., Inc.
Emeco Corp.
Flewelling, L. C., Co.
General Fireproofing Co.
Globe-Wernicke Co.
Ohio Chair Co., Inc.
Remington Rand Inc.
Riteform Chair Co., Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
U. S. Chaircraft Mfg. Corp.
Wells Chair Corp.

Chairs (Executive, Steel)

ALL-STEEL EQUIPMENT INC.
Cramer Posture Chair Co., Inc.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
DoMore Chair Co., Inc.
FRITZ-CROSS CO.
HAMILTON MFG. CORP.
HARTER CORP.
Kentube Mfg. Co., Inc.
King Posture Chair Co.
Maso Steel Products
Milwaukee Metal Furniture Co.
PRECISION MFG. CO.
Remington Rand Inc.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
Steelcase, Inc.
Sturgis Posture Chair Co.
Welch Industries
Wells Chair Corp.
Yawman and Erbe Mfg. Co.

Chairs (Executive, Wood)

Beaver Furniture Corp.
Berkey Leather Furniture Corp.
BRIGHT CHAIR CO., INC.
CARLTON-SURREY, INC.
Congress Chair Co., Inc.
Decker, Isaac C., Inc.

The "Newest"

No. 861

Styled in square tubing with new strong hub construction, this new chair is sure to please your discriminating buyers.

Write for Literature

THE FRITZ-CROSS CO.

300 E. 4TH ST., ST. PAUL 1, MINN.

Doten-Dunton Desk Co.
Garland Furniture Co.
Grand Rapids Leather Furniture Co.
GREGSON MFG. CO.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
Huntington Chair Corporation
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
Johnson Chair Co.
Lehigh Furniture Corp.
Leopold Co.
MARBLE, B. L., CHAIR COMPANY
Miller, Herman, Furniture Co.
Milwaukee Chair Co.
Monarch Furniture Co., Inc.
Monroe Upholstery Shops, Inc.
MORVAL CORP.
(See Catalog Insert, Pages 97-100)
MURPHY-MILLER, INC.
NIEMANN, INC.
Princeton Upholstery Co., Inc.
Probber, Harvey, Corp.
Remington Rand Inc.
Rest-A-While Couch Co.
Scerbo, Frank, & Sons, Inc.
Shaw-Walker Co.
Sikes Co., Inc.
Sloane, W. & J.
Stanley Mfg. Co.
Stow & Davis Furniture Co.
Taylor Chair Co.
Thomas Furniture Co.
U. S. Chaircraft Mfg. Corp.
Wells Furniture Mfg. Co.
Wierenga Upholstering Co.
Worden Co.
Young Chair Co.

Chairs (Factory)

Adirondack Chair Co.
AJUSTO EQUIPMENT CO.
American Seating Co.
Angle Steel, Inc.
Bernard Franklin Co., Inc.
Buckstaff Co.
Dependable Mfg. Co.
Domore Chair Co., Inc.
GREGSON MFG. CO.
Griggs Equipment Co.
HAMILTON MFG. CORP.
HARTER CORP.
INDIANA CHAIR CO.
MARBLE, B.L., CHAIR COMPANY

10-Day Cosco Demonstration makes 11th day sale...for *you*!

COSCO'S "10 come 11" Promotion!

Put your Cosco chairs right in the prospect's office on 10-day trial. Comes the 11th day... you make a sale!

Get set for the hardest-selling office chair promotion ever! Here's how it works. Your customer sees for himself—proves to himself—how Cosco chairs reduce fatigue, increase efficiency, boost work output. He is self-persuaded. He is convinced!

Cosco unleashes the selling power of this campaign beginning in January in *Newsweek, Fortune, Business Week, U. S. News & World Report*. Plan now to get as much of this business as you can. The tie-in floor display is colorful, sturdy, 6 feet high...yet costs only $7.95. Order yours today. Put it up soon as it comes. Then start throwing "elevens" every time!

Compelling ads like this in *Newsweek, Fortune, Business Week, U. S. News* will get *action* for you!

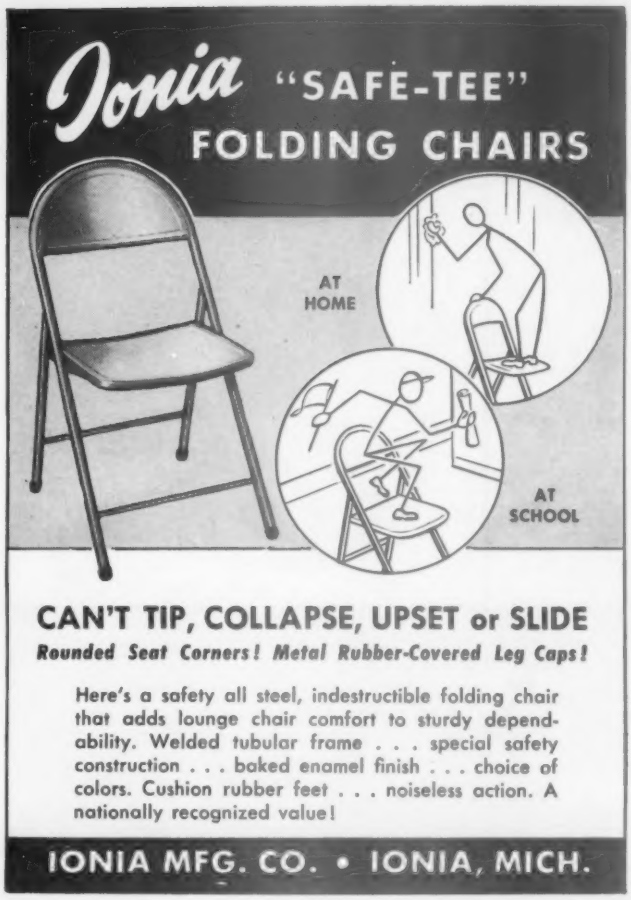
"10 Come 11" Floor Display is easy to set up, takes less than 2 sq. ft. of floor space, *really sells!* Tie in. Order yours today!

Feature Nationally Advertised

COSCO Office Chairs

It pays to give the customer what he wants

HAMILTON MANUFACTURING CORPORATION • Columbus, Ind.



Chairs (Factory)

(Continued from page 70)

Maso Steel Products
Milwaukee Chair Co.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
Sturgis Posture Chair Co.
Toledo Metal Furniture Co.
Welch Industries

Chairs (Folding, Aluminum)

Brewer-Titchner Corp.
Mayfair Industries, Inc.
Ohio Chair Co., Inc.
U. S. Chaircraft Mfg. Corp.

Chairs (Folding, Steel)

Adirondack Chair Co.
American Seating Co.
Brewer-Titchner Corp.
Clarin Mfg. Co.
Crown Products Co.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Durham Mfg. Corp.
HAMILTON MFG. CORP.
Heywood-Wakefield Co.
Howe Folding Furniture, Inc.
IONIA MFG. CO.
Krueger Metal Products Co.
LYON METAL PRODUCTS, INC.
Maple City Stamping Co.
National Chair Co.
National School Equipment Co.
Norcor Mfg. Co., Inc.
Peabody Seating Company, Inc.
PRECISION MFG. CO.
Rastetter, Louis, & Sons Co. (Magnesium)
Redington, J. P., & Co.
Royal Metal Mfg. Co.
Shwayder Bros., Inc.
Troy Sunshade Co.
Waco Products, Inc.

Chairs (Folding, Wood)

Adirondack Chair Co., Inc.
Bentwood Products, Inc.
Ferguson Bros. Mfg. Co.
Fort Massac Chair Co.
MURPHY-MILLER, INC.
National Chair Co.
National School Equipment Co.
Newco Products
Norquist Products, Inc.
Peabody Seating Company, Inc.
Rastetter, Louis, & Sons Co.
Redington, J. P., & Co.
Stakmore Co., Inc.
Standard Mfg. Co.
Telescope Folding Furniture Co., Inc.

Chairs (Full Upholstered, Wood Frame)

American Chair Co.
Barcalo Mfg. Co.
Beaver Furniture Corp.
Berkey Leather Furniture Corp.
Brenner, Wm., Furniture Corp.
BRIGHT CHAIR CO., INC.
Buckstaff Co.
CARLTON-SURREY, INC.
Congress Chair Co., Inc.
Decker, Isaac Co., Inc.
Garland Furniture Co.
Grand Rapids Leather Furniture Co.
GREGSON MFG. CO.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
Huntington Chair Corporation
Imperial Leather Furniture Co.
INDIANA CHAIR CO.
Jamestown Lounge Co.
JASPER CHAIR CO.
JASPER SEATING CO.
Johnson Chair Co.
KENMAR MFG. CO.
Kingdom Mfg. Co.
Lawsonia Mfg. Co., Inc.
Lehigh Desk Co., Inc.
Lehigh Furniture Corp.
Loeblein of Kent, Inc.
MARBLE, B. L., CHAIR COMPANY
Miller, Herman, Furniture Co.
Milwaukee Chair Co.
Modernize, Inc.
Monarch Furniture Co., Inc.
Monroe Upholstery Shops, Inc.
Morse, Ralph, Furniture Co.
MURPHY-MILLER, INC.
National Furniture Mfg. Co., Inc.
NIEMANN, INC.
Princeton Upholstery Co., Inc.
Probber, Harvey, Corp.
Scerbo, Frank, & Sons, Inc.
Sikes Co., Inc.
Sloane, W. & J.
Stanley Mfg. Co.
STATIONERS MFG. CO.
Stow & Davis Furniture Co.
Streit, C. F., Mfg. Co.
Taylor Chair Co.
Thomas Furniture Co., Inc.
Thonet Industries, Inc.
Wierenga Upholstering Co.
Worden Co.
Young Chair Co.

Chairs (High Base, Aluminum)

ALUMINUM SEATING CORP.
Blair Aluminum Furniture Co.
Emeco Corp.
General Fireproofing Co.
Globe-Wernicke Co.
U. S. Chaircraft Mfg. Corp.

Chairs (High Base, Steel)

AJUSTO EQUIPMENT CO.
ALL-STEEL EQUIPMENT INC.
Angle Steel, Inc.
American Fixture & Mfg. Co.
Artility Metal Products, Inc.
Cramer Posture Chair Co., Inc.
Dependable Mfg. Co.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Domore Chair Co., Inc.
Emeco Corp.
FRITZ-CROSS CO.
HAMILTON MFG. CORP.
HARTER CORP.
King Posture Chair Co.
LYON METAL PRODUCTS, INC.
Maso Steel Products
Milwaukee Metal Furniture Co.
PRECISION MFG. CO.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
Sturgis Posture Chair Co.
Toledo Metal Furniture Co.
Welch Industries

Chairs (High Base, Wood)

Beaver Furniture Corp.
Grand Rapids Leather Furniture Co.
GUNLOCKE, W. H., CHAIR CO.

Gunlocke MEANS—

QUALITY FOR CUSTOMERS
PROFITS FOR YOU

AND HERE'S WHAT YOU MAKE YOUR MONEY ON

2299

2296

2295AC

622

S 2253

Yes, Gunlocke has a double meaning—(1) excellent dealer profit opportunities; (2) customer satisfaction, which adds up to repeat business. The reason is *quality*—you don't need to cross your fingers when you talk about Gunlocke top quality. It's there—based on sound design and careful Gunlocke workmanship. Sell Gunlocke for bigger profits and satisfied customers.

2301

2313

682RSB

1947

588P

1920

1959

The Progressive

W. H. GUNLOCKE CHAIR COMPANY

WAYLAND, NEW YORK

Comfort and Quality Produce Profits

All fine quality durable wood construction *Indiana Chairs* sell faster, bring in more volume sales with extra profits. They deliver *more* than their money's worth in comfort, beauty, service and all-around customer satisfaction. Here are just four of the many popular models that keep customers coming back for more. Write today for details on the complete profit producing line of *Indiana Chairs*.

Indiana Chair Co. INC.
JASPER, INDIANA
MEMBER OF WOOD OFFICE FURNITURE INSTITUTE

Chairs (High Base, Wood)

(Continued from page 72)

HIGH POINT BENDING & CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
Johnson Chair Co.
MARBLE, B. L., CHAIR COMPANY
Milwaukee Chair Co.
Probber, Harvey, Corp.
Sikes Co., Inc.
Taylor Chair Co.

be . . . . . .
right!!
be . . . . . .
posture positive!

the finest in EXECUTIVE and general OFFICE chairs.

THE B. L. MARBLE CHAIR COMPANY
BEDFORD, OHIO

Chairs (Judge's)

Beaver Furniture Corp.
BRIGHT CHAIR CO., INC.
CARLTON-SURREY, INC.
Congress Chair Co., Inc.
Decker, Isaac C., Inc.
Garland Furniture Co.
GUNLOCKE, W. H., CHAIR CO.
Grand Rapids Leather Furniture Co.
HIGH POINT BENDING & CHAIR CO.
Huntington Chair Corporation
Imperial Leather Furniture Corp.
JASPER CHAIR CO.
Johnson Chair Co.
Lawsonia Mfg. Co., Inc.
MARBLE, B. L., CHAIR COMPANY
Milwaukee Chair Co.
Monarch Furniture Co., Inc.
Princeton Upholstery Co., Inc.
Probber, Harvey, Corp.
Riteform Chair Co., Inc.
Scerbo, Frank, & Sons, Inc.
Sikes Co., Inc.
Stanley Mfg. Co.
STATIONERS MFG. CO.
Stow & Davis Furniture Co.
Taylor Chair Co.
Thomas Furniture Co.
Young Chair Co.

Chairs (Jury)

Adirondack Chair Co.
Beaver Furniture Corp.
CARLTON-SURREY, INC.
Garland Furniture Co.
Grand Rapids Leather Furniture Co.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
Johnson Chair Co.
MARBLE, B. L., CHAIR COMPANY
Milwaukee Chair Co.
Probber, Harvey, Corp.
Riteform Chair Co., Inc.
Sikes Co., Inc.
Taylor Chair Co.

Chairs (Opera and Stadium)

Adirondack Chair Co.
American Seating Co.
Arlington Seating Co.
Dixie Chrome Products, Div.
Griggs Equipment Co.
Heywood-Wakefield Co.
Irwin Seating Co.
Krueger Metal Products Co.
LYON METAL PRODUCTS, INC.
National School Equipment Co.
Peabody Seating Company, Inc.
ROWLES, E. W. A., CO.

Chairs (Posture, Aluminum)

ALUMINUM SEATING CORP.
ART METAL CONSTRUCTION CO.
Blair Aluminum Furniture Co.
BROWNE-MORSE CO.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
Cramer Posture Chair Co.
Doehler Metal Furniture Co., Inc.
Emeco Corp.
Flewelling, L. C., Co.
General Fireproofing Co.
Globe-Wernicke Co.
Ohio Chair Co., Inc.
Remington Rand Inc.
Riteform Chair Co., Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
U. S. Chaircraft Mfg. Corp.
Wells Chair Corp.

THE PRECISION LINE

Makers of quality tubular steel VENTILATED furniture and accessories, in chrome or lacquer finishes.

ES 45F—Executive

Eight styles in swivel chairs; lounge, straight and side arm chairs; Two Seater Settees, Gang Chairs and Tablet Arm Chairs, Step Table,

Coat and Hat Racks
Floor and Wall Models

PRECISION MANUFACTURING CO.
831 Chicago Ave., Evanston Ill.
Telephone Davis 8-4254

America's Standard of Business Seating

Aluminum chairs and especially FINE-REST aluminum chairs are constantly increasing in popularity because of their obvious advantage. They have eye-appeal that makes them a cinch to sell . . . intrinsic merit that guarantees user satisfaction . . . price appeal that produces real profits for the dealer.

It is important to you, as a dealer to include an Aluminum chair in your top lines. If you do not have the right Aluminum chair line, why not investigate the best . . . why not investigate FINE-REST?

• write for information on available FINE-REST franchises.

ALUMINUM SEATING CORPORATION

17 SOUTH CHERRY STREET **AKRON 8, OHIO**

METROPOLITAN N. Y. & EXPORT DISTRIBUTOR
AETNA SAFE CO., 46 W. 29TH ST. N. Y.

EASTERN PA. DISTRIBUTOR
SAFE & EQUIPMENT WHOLESALERS,
260 S. FIFTH ST., PHILADELPHIA 6, PA.

WEST COAST DISTRIBUTOR
WHOLESALE OFFICE EQUIPMENT CO.,
81 MINNA ST., SAN FRANCISCO, CALIF.

WAREHOUSES: LOS ANGELES, SAN FRANCISCO, SEATTLE

Here's modern comfort for the modern day executive . . . at a price all your customers can afford. Gregson's new 400 series of fine office chairs was designed to meet any executive requirement. Finest hardwood construction, plus 2" ball bearing casters, guarantee long, trouble-free service . . . and there's a finish to suit even the fussiest executive.

So for complete customer satisfaction, make sure you sell office chairs by Gregson.

Available in all oak finishes, and walnut or mahogany on pecan. Upholstered in elastic Naugahyde, top grain leather or buff leather. Also available with all wood arms.

DEALER INQUIRIES INVITED

Gregson

GREGSON MANUFACTURING COMPANY

Manufacturers of Office and School Chairs

LIBERTY, NORTH CAROLINA

Chairs (Posture, Steel)

AJUSTO EQUIPMENT CO.
ALL-STEEL EQUIPMENT INC.
Angle Steel, Inc.
Artility Metal Products, Inc.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
Cramer Posture Chair Co., Inc.
Dependable Mfg. Co.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Domore Chair Co., Inc.
Durham Mfg. Corp.
Emeco Corp.
Flewelling, L. C., Co.
FRITZ-CROSS CO.
Griggs Equipment Co.
HAMILTON MFG. CORP.
HARTER CORP.
King Posture Chair Co.
LYON METAL PRODUCTS, INC.
Maso Steel Products
MAYLINE CO., INC.
Milwaukee Metal Furniture Co.
Peabody Seating Company, Inc.
PRECISION MFG. CO.
Remington Rand Inc.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
Steelcase, Inc.
Sturgis Posture Chair Co.
Toledo Metal Furniture Co.
Welch Industries
Wells Chair Corp.
Yawman and Erbe Mfg. Co.

Chairs (Posture, Wood)

Beaver Furniture Corp.
Berkey Leather Furniture Corp.
BRIGHT CHAIR CO., INC.
CARLTON-SURREY, INC.
Decker, Isaac C., Inc.
Domore Chair Co., Inc.
Grand Rapids Leather Furniture Co.
GREGSON MFG. CO.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
Johnson Chair Co.
Lehigh Furniture Corp.
MARBLE, B. L., CHAIR COMPANY
Milwaukee Chair Co.
Monarch Furniture Co., Inc.
MORVAL CORP.
(See Catalog Insert, Pages 97-100)
MURPHY-MILLER, INC.
Princeton Upholstery Co., Inc.
Probber, Harvey, Corp.
Remington Rand Inc.
Rest-A-While Couch Co.
Scerbo, Frank, & Sons, Inc.
Sikes Co., Inc.
Sloane, W. & J.
Stanley Mfg. Co.
STATIONERS MFG. CO.
Stow & Davis Furniture Co.
Streit, C. F., Mfg. Co.
Taylor Chair Co.
Thomas Furniture Co.
U. S. Chaircraft Mfg. Corp.
Wierenga Upholstering Co.
Wisconsin Chair Co.
Worden Co.
Young Chair Co.

Chairs (Reclining, Upholstered)

Artility Metal Products, Inc.
Barcalo Mfg. Co.
Beaver Furniture Corp.
CARLTON-SURREY, INC.
Decker, Isaac C., Inc.
FRITZ-CROSS CO.
Garland Furniture Co.
Grand Rapids Leather Furniture Co.
HIGH POINT BENDING & CHAIR CO.
Johnson Chair Co.
KENMAR MFG. CO.
Lawsonia Mfg. Co., Inc.
La-Z-Boy Chair Co.
Milwaukee Chair Co.
Monarch Furniture Co., Inc.
National Chair Mfg. Co., Inc.
Niagara Mfg. & Distributing Co. Inc.
PRECISION MFG. CO.
Princeton Upholstery Co., Inc.
Probber, Harvey, Corp.
Stratford Furniture Corp.
Streit, C. F., Mfg. Co.
Thomas Furniture Co.
U. S. Chaircraft Mfg. Corp.

Chairs (Side, Aluminum)

Aluminum Cooking Utensil Co., Inc.
ALUMINUM SEATING CORP.
ART METAL CONSTRUCTION CO.
Blair Aluminum Furniture Co.

EXECUTIVE POSTURE CHAIRS

65 executive posture chair. Luxurious proportions. Deep foam rubber cushions. Designed for the top man.

66 executive posture chair. Superb Harter posture design. Fully adjustable. Molded foam rubber cushions. For the alert executive.

67 executive posture chair. Fine Harter quality. Foam rubber cushions. Attractively priced.

CHECK THIS GUIDE TO CHAIR STYLES

This is just a sampler!
There's a Harter Model for every chair need!
Matching side chairs are available to go with all Harter executive swivel arm chairs.

CONVENTIONAL CHAIR STYLES

700 President swivel armchair. Deep, molded foam rubber cushions. Choice of rich upholsteries. A big chair for a big man!

SPRING-BACK CHAIRS

57-S is typical of the Harter "Comfit" line that also includes saddle seat styles and models with tubular steel bases.

RIGID BACK POSTURE CHAIRS

E-15R, the standard by which secretarial posture chairs are measured, has heavy steel seat and back. Molded foam rubber cushions.

1800B executive swivel armchair. Full Harter quality at surprisingly low cost!

SALES CHAMP

C-1500 is a conventional style executive chair with a top selling record that puts it in a class by itself. More executives have found comfort in the C-1500 than in any other office chair.

22-L, Harter's newest design. Line has many models; there's one for every budget. Harter's modern production methods make them all standout values.

HARTER
STEEL CHAIRS

For information write
HARTER CORPORATION
2 Prairie Street, Sturgis, Michigan

Chairs (Side, Aluminum)

(Continued from page 76)

BROWNE-MORSE CO.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
Cramer Posture Chair Co., Inc.
Doehler Metal Furniture Co., Inc.
Emeco Corp.
General Fireproofing Co.
Globe-Wernicke Co.
Ohio Chair Co., Inc.
Remington Rand Inc.
Riteform Chair Co., Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
U. S. Chaircraft Mfg. Corp.
Wells Chair Corp.

Chairs (Side, Steel)

ALL-STEEL EQUIPMENT INC.
American Fixture & Mfg. Co.
Arlington Seating Co.
Artility Metal Products, Inc.
Cramer Posture Chair Co., Inc.
Dependable Mfg. Co.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Emeco Corp.
Flewelling, L. C., Co.
FRITZ-CROSS CO.
Griggs Equipment Co.
HAMILTON MFG. CORP.
HARTER CORP.
Kentube Mfg. Co., Inc.
King Posture Chair Co.
LYON METAL PRODUCTS, INC.
Maso Steel Products
Milwaukee Metal Furniture Co.
PRECISION MFG. CO.
Remington Rand Inc.
Riteform Chair Co., Inc.
ROWLES, E. W. A., CO.
Royal Metal Mfg. Co.
Steelcase, Inc.
Sturgis Posture Chair Co.
Toledo Metal Furniture Co.
Troy Sunshade Co.
Virtue Bros. Mfg. Co.
Waco Products, Inc.
Welch Industries
Wells Chair Corp.
Yawman and Erbe Mfg. Co.

Chairs (Side, Wood)

Adirondack Chair Co.
Arlington Seating Co.
Beaver Furniture Corp.
Buckstaff Co.
CARLTON-SURREY, INC.
Congress Chair Co., Inc.
Decker, Isaac C., Inc.
Doten-Dunton Desk Co.
Grand Rapids Leather Furniture Co.
GREGSON MFG. CO.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
Huntington Chair Corporation
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
Johnson Chair Co.
Lehigh Furniture Corp.
MARBLE, B. L., CHAIR COMPANY
Miller, Herman, Furniture Co.
Milwaukee Chair Co.
Monarch Furniture Co., Inc.
MORVAL CORP.
(See Catalog Insert, Pages 97-100)
MURPHY-MILLER, INC.
Probber, Harvey, Corp.
Rastetter, Louis, & Sons Co.
Remington Rand Inc.
Richard, Inc.
Scerbo, Frank, & Sons, Inc.
Sikes Co., Inc.
Sloane, W. & J.
Stanley Mfg. Co.
Stow & Davis Furniture Co.
Taylor Chair Co.
Thomas Furniture Co.
Thonet Industries, Inc.
U. S. Chaircraft Mfg. Corp.
Wells Furniture Mfg. Co.
Wierenga Upholstering Co.
Wisconsin Chair Co.
Worden Co.
Young Chair Co.

Chairs (Tablet Arm, Aluminum)

Blair Aluminum Furniture Co.
Cramer Posture Chair Co., Inc.
Emeco Corp.
General Fireproofing Co.
Globe-Wernicke Co.
Mayfair Industries, Inc.

MAKES BETTER SALES SENSE EVERY YEAR . . .

There are Boling Chairs and Office Sofas for every business and institutional need, and every budget.

Ever since 1904 they've been satisfying more and more customers, climbing higher and higher to the top of the sales field.

More than ever, this year and the year ahead, it will pay you to sell the value built into every Boling Chair and Sofa. Make certain you have our latest catalog!

Certified Office Planning Service

50th ANNIVERSARY

Boling *Chairs*
HIGH POINT BENDING & CHAIR CO.
SILER CITY, N. C.

3210

6711

4858

8711

7110

4854

3214

4851

5515

A Real Sales Tool!

the NEW 1955 Murphy-Miller

POCKET-SIZE CATALOG . . .

60 pages of Office Furniture in a size your salesmen can sell from!

Murphy-Miller, Inc., Owensboro, Kentucky

WRITE FOR SAMPLE

Ohio Chair Co., Inc.
Remington Rand Inc.
Riteform Chair Co., Inc.
U. S. Chaircraft Mfg. Corp.

Chairs (Tablet Arm, Steel)

Adirondack Chair Co.
American Fixture & Mfg. Co.
American Seating Co.
Angle Steel, Inc.
Arlington Seating Co.
Beckley-Cardy Co.
Clarin Mfg. Co.
Cramer Posture Chair Co., Inc.
Dixie Chrome Products, Div.
Emeco Corp.
Griggs Equipment Co.
Heywood-Wakefield Co.
Irwin Seating Co.
Krueger Metal Products Co.
LYON METAL PRODUCTS, INC.
Milwaukee Metal Furniture Co.
Norcor Mfg. Co.
Peabody Seating Company, Inc.
PRECISION MFG. CO.
Remington Rand Inc.
Riteform Chair Co., Inc.
ROWLES, E. W. A., CO.
Royal Metal Mfg. Co.
Toledo Metal Furniture Co.

Chairs (Tablet Arm, Wood)

Adirondack Chair Co.
Beckley-Cardy Co.
Buckstaff Co.
CARLTON-SURREY, INC.
Donie Chair and Mfg. Co., Inc.
GREGSON MFG. CO.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
MARBLE, B. L., CHAIR COMPANY
Milwaukee Chair Co.
National Chair Co.
National School Equipment Co.
Remington Rand Inc.
ROWLES, E. W. A., CO.
Sikes Co., Inc.
Sloane, W. & J.
Taylor Chair Co.
Thonet Industries, Inc.
Wells Furniture Mfg. Co.

Chairs (Tubular Steel)

(See Furniture, Chrome, Tubular Steel)

Chalk (Blackboard)

American Art Clay Co.
American Crayon Co.
Art Crayon Co., Inc.
Beckley-Cardy Co.
BINNEY & SMITH INC.
BRADLEY, MILTON, CO.
DIXON, JOSEPH, CRUCIBLE CO.
Linton Pencil Co.
Lowell Specialties Co.
National Crayon Co.
N. Y. Silicate Book Slate Co., Inc.
St. Louis Crayon & Handle Co.
Walbuck Crayon Co.
Weber Costello Co.
Weber, F., Co.

Chamois

Atlas Sponge Co.
Auburn Mfg. Co.
Drueding Bros. Co.
Lawrence, A. C., Leather Co.
Rhodes, James H., & Co.
Schroeder & Tremayne, Inc.

Charge Account Systems

(See Files, Account)

Charging Desks

(See Furniture, Library)

Chart Boards (Graphic)

Chart-Pak, Inc.
Educational Exhibition Co.
Graphic Systems
Maggie Magnetic, Inc.
VICTOR SAFE & EQUIPMENT
Wassell Organization, Inc.

Check Book Covers

(See Covers, Check Book)

Check Books, Checks

ADVANCO PRODUCTS
BOORUM & PEASE CO.
Dennison & Sons
Fredonia Lithographing Co.
Hall, J. C., Co.
Moore Business Forms, Inc.
NATIONAL PASS BOOK & SUPPLY CO.
Rediform Division
Reynolds & Reynolds Co.
Rubin's Corp.
Todd Co., Inc.
"Tops" Business Forms
WILSON JONES CO.
Workman Mfg. Co.

Check Cancellers

American Bank Equipment Co.
American Perforator Co.
Commercial Controls Corp.
Cummins-Chicago Corp.
Rapidprint Time Recorders, Inc.
Time, Date and Number, Inc.

Check Certifiers and Endorsers

Ajax Time Stamp Co., Inc.
American Perforator Co.
AMERICAN SEAL & STAMP CO.
Commercial Controls Corp.
Cummins-Chicago Corp.
Joslin, A. D., Mfg. Co.
Rapidprint Time Recorders, Inc.
Security Certifier Co.
Time, Date & Number, Inc.

Check or Deposit Slip Holders

(See Holders, Check or Deposit Slip)

Check Files

(See Files, Check)

Check Perforators

(See Check Cancellers)

Check Photographing Machines

(See Microfilm Cameras and Supplies)

Check Posting Trays

(See Trays, Check Posting)

Check Protectors (Pocket Type)

(See also Checkwriters and Protectors)

American Passbook Co.
Lansdale Products Corp.
MAYFAIR CO.
METAL SPECIALTIES MFG. CO.
Postamatic Co.
Roderick, Marcy F., Co.

Check Signers

Addressograph-Multigraph Corp.
American Perforator Co.
Bonnar-Vawter, Inc.
Check Writer Co., Inc.
Cummins-Chicago Corp.
HALL-WELTER CO., INC.
Hedman Co., The
International Autopen Co.
Monroe Calculating Machine Company, Inc.
National Cash Register Co.
Rapidprint Time Recorders, Inc.

Check Signers
(Continued from page 79)

Safeguard Corp.
Signature Co.
STEWART, R. A., & CO., INC.
Time, Date and Number, Inc.
Todd Co., Inc.
Waterman Pen Co., Inc.

Check Sorters
(See Sorters, Check)

Checks (Baggage, Fiber)

Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Dayton Stencil Works Co.
Dorman, J. F. W., Co.
Ennis Tag & Salesbook Co.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Matthews, James H., & Co.
Spaulding Fibre Co., Inc.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
Wendell-Northwestern, Inc.

Checks (Baggage, Metal)

Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Anderson & Sons, Inc.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Dayton Stencil Works Co.
Dorman, J. F. W., Co., The
Gibson, A. C., Co., Inc.
Green Duck Metal Stamping Co.
Hanson, C. H., Co.
Irwin-Hodson Co.
Matthews, James H., & Co.
Meyer & Wenthe, Inc.
Pannier Corp.
Pittsburgh Stamp Co., Inc.
Schwaab Stamp & Seal Co.
Spencer, S. M., Mfg. Co.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
Waterbury Companies, Inc.
Wendell-Northwestern, Inc.

Checks (Baggage, Plastic)

Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Artmor Plastics Corp.
BANKERS & MERCHANTS, INC.
BLANK, ARTHUR, & CO., INC.
Dayton Stencil Works Co.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Matthews, James H., & Co.
Plastic Fabricators, Inc.
Spaulding Fibre Co., Inc.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
Wendell-Northwestern, Inc.

Checks (Coat Room, Fiber)

Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Consolidated Stamp Mfg. Co., Inc.
Dayton Stencil Works Co.
Dorman, J. F. W., Co.
Ennis Tag & Salesbook Co.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Matthews, James H., & Co.
Noesting Pin Ticket Co.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
VOGEL-PETERSON CO.
Wendell-Northwestern, Inc.

Checks (Coat Room, Metal)

Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Dayton Stencil Works Co.
Dorman, J. F. W., Co.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Matthews, James H., & Co.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
VOGEL-PETERSON CO.
Waterbury Companies, Inc.
Wendell-Northwestern, Inc.

THE BEST

CHECKWRITERS
CHECK SIGNERS
COPYHOLDERS

are...

SPEEDRITE
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Positive protection against forgery. Speedrite's two-color imprint not only protects your customer's checks and bank account, but personalizes checks and adds prestige to his business.

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An all-purpose Copyholder that increases copying efficiency as much as 40%. Copy is always at eye level. Exclusive counterbalanced reading plate insures smooth, quiet operation. Comes in 7 models to fit all sizes of reports, briefs, etc. Finish, satin gray. First choice in copyholder field.

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Produces a signature which is serrated into the paper. Defies duplication. Exclusive Chexsigno signature and positive locking principle guarantee a forgery-proof, safer signature. Accepted as "World's Safest Signature." Manual and Electric Models.

The exclusive design, features and appeal of these 3 office devices have made them "first choice" with customers for 40 years. And BEST dealers handle them because they rank high as profit makers.

Hall-Welter
COMPANY, INC. ROCHESTER 20, N.Y.
40 MT. HOPE AVENUE

Checks (Coat Room, Plastic)

Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
BLANK, ARTHUR, & CO., INC.
Dayton Stencil Works Co.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Matthews, James H., & Co.
Plastic Fabricators Co.
Plastic Fabricators, Inc.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
Superior Plastics, Inc.
VOGEL-PETERSON CO.
Wendell-Northwestern, Inc.

Checks (Guest, Restaurant)
(See Forms, Guest Check, Restaurant)

Checkwriters and Protectors

Addressograph-Multigraph Corp.
HALL-WELTER CO., INC.
Hedman Co.,
Mailers Equipment Co.
METAL SPECIALTIES MFG. CO. (Hand Style Protector)
Monroe Calculating Machine Company, Inc.
National Cash Register Co.
Paymaster Corp.
Roderick, Marcy F., Co.
Safeguard Corp.
STEWART, R. A., & CO., INC.
Todd Co., Inc.

Checkwriters and Protectors (Rebuilt)

Calculator Equipment Corp.
Check Writer Co., Inc.
International Office Appliances, Inc.
Office Equipment Corp.
Reliable Typewriter & Adding Machine Co.

Chests (Money)

DIEBOLD, INC.
GUARDSMAN-VALENTINE, INC.
Hall's Safe Co. Inc.
HERRING-HALL-MARVIN SAFE CO.
MEILINK STEEL SAFE CO.
MOSLER SAFE CO.
PROTECTALL SAFE CORP.
Remington Rand Inc.
SCHWAB SAFE CO.
YORK SAFE AND LOCK CO.

Chests (Security)

ART STEEL SALES CORP.
Bison Distributing Co.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
GUARDSMAN-VALENTINE, INC.
Hall's Safe Co., Inc.
HERRING-HALL-MARVIN SAFE CO.
MASTER METAL PRODUCTS, INC.
MEILINK STEEL SAFE CO.
MOSLER SAFE CO.
NU-CRAFT PRODUCTS CO.
Pioneer Steel Co.
PROTECTALL SAFE CORP.
SCHWAB SAFE CO.
TOLEDO GUILD PRODUCTS, INC.
Union Steel Chest Corp.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
VICTOR SAFE & EQUIPMENT

Church Furniture
(See Furniture, Church)

Cigar, Cigarette Lighters
(See Lighters, Cigar, Cigarette)

Cigarette Boxes
(See Boxes, Cigarette)

Clamps (Paper)
(See Clips, Bulldog)

Clasps (Paper)

Dura-Clip Co., Inc.
IDL MFG. & SALES CORP.
Kimmel Products Co.
Mohler, A.
U-File-M Binder Mfg. Co., Inc.
Van Valkenburg, L. D., Co.

Cleaners and Polishes

(See Polishes and Cleaners)

Cleaners (Type)

(See Type Cleaners)

Cleaning Bath (Typewriter)

Ames Supply Co.
BARCO CHEMICAL PRODUCTS CO.
Curran Corp., The
Federal Mining & Mfg. Co.
Graymills Corp.
Lix Distributing Co.
Magnus Chemical Co.
Oakite Products, Inc.
Park Chemical Co.
Shipman-Ward Mfg. Co.
Supreme Power Cleaner Mfg. Co.
Van Wyck Products Co., Inc.

Cleansing Cream

(See Hand Cleansing Cream)

Clip Binders

(See Binders, Clip and Spring)

Clip Boards (Aluminum)

Burkhardt Co.
Dura-Clip Co., Inc.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
General Loose Leaf Bindery Co., Inc.
Metal Products Engineering, Inc.
Moore Business Forms, Inc.
National Blank Book Co.
Vevier Loose-Leaf Co., Inc.
WILSON JONES CO.

Clip Boards (Composition Board)

A & F Tileboard Co.
Artistic Desk Pad & Novelty Co.
Bandes, Julius, & Co., Inc.
CUSHMAN & DENISON MFG. CO.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
FOX, GEO. E., & CO.
General Loose Leaf Bindery Co., Inc.
Globe-Wernicke Co.
HARDBOARD FABRICATORS, INC.
HEDGES MFG. CO.
IDL MFG. & SALES CORP.
Imperial Fastener Co.
MAYFAIR CO.
MAYLINE CO., INC.
ROCKWELL-BARNES CO.
SERVICE PRODUCTS DIVISION
Star Office Accessories Co.
STEMPEL MFG. CO.
Vevier Loose-Leaf Co., Inc.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Clip Boards (Illuminated)

Clyne Mfg. Co.
IDL MFG. & SALES CORP.
Neoline Inc.

Clip Boards (Leather Covered)

American Beauty Cover Co.
American Binder Co.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
FOX, GEO. E., & CO.
Regal & Wade Mfg., Inc.

Clip Boards (Wood)

Continental Mfg. Co., Inc.
Decatur Industries, Inc.

THE KEY TO VOLUME SALES

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THE TRADEMARK OF QUALITY

CLIPBOARDS

in laminated wood

Memo, Note, Letter and Legal sizes. Beautiful and durable laminated hardwood. Guaranteed against cracking. Will not chip, splinter or warp. Both back and front highly finished. Standard 6" nickeled-steel clip. COUNTER DISPLAY RACK in matching laminated wood available. Will hold all four sizes . . . write for details. Masonite Clipboards available in all sizes.

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Federbush Co., Inc.
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Rogers, W. T., Co.
STEMPEL MFG. CO.
Vevier Loose-Leaf Co., Inc.

Clips (Binder)

ACCO PRODUCTS, INC.
American Binder Co.
APSCO PRODUCTS, INC.
CUSHMAN & DENISON MFG. CO.
ELBE FILE & BINDER CO., INC.
Gabe Mfg. Corp.
General Loose Leaf Bindery Co., Inc.
IDL MFG. & SALES CORP.
Loose Leaf House
Metal Products Engineering, Inc.
SPEED PRODUCTS CO., INC.
Spencerian Pen Co.
U-File-M Binder Mfg. Co., Inc.
Vevier Loose Leaf Co.
Yawman and Erbe Mfg. Co.

Clips (Bulldog)

ACCO PRODUCTS, INC.
APSCO PRODUCTS, INC.
Cook, H. C., Co.
DIXON, JOSEPH, CRUCIBLE CO.
Esterbrook Pen Co.
Grammes, L. F., & Sons
HUNT, C. HOWARD, PEN CO.
Metal Products Engineering, Inc.
Orthwine, Rudolf, Corp.
Simonsville Mfg. Co.
Swan Pencil Co., Inc.

Clips (Display)

APSCO PRODUCTS, INC.
Hampden Mfg. Co., Inc.
IDL MFG. & SALES CORP.
Noesting Pin Ticket Co., Inc.
Oakville Co., Div.
Orthwine, Rudolf, Corp.
Swan Pencil Co., Inc.
Van Valkenburg, L. D., Co.

Clips (For Clip Boards)

Artistic Desk Pad & Novelty Co.
Bandes, Julius, & Co., Inc.
ELBE FILE & BINDER CO., INC.
FOX, GEO. E., & CO.
Gabe Mfg. Corp.
Globe-Wernicke Co.
HARDBOARD FABRICATORS, INC.
HEDGES MFG. CO.
IDL MFG. & SALES CORP.
Imperial Fastener Co.
SERVICE PRODUCTS DIV.
STEMPEL MFG. CO.
Weber-Knapp Co.
Yawman and Erbe Mfg. Co.

Clips (Money)

Bastian Bros. Co.
Benner Leather Goods Co.
Emeloid Co., Inc.
Guedon Co.
Meeker Co.

Clips (Paper)

ACCO PRODUCTS, INC.
Argus Mfg. Co.
Cook, H. C., Co.
GRAFF, GEO. B., CO.
Imperial Fastener Co.
Knox Steel & Wire Co.
Noesting Pin Ticket Co., Inc.
Oakville Co.
Prym, Wm., Inc.
Rapid Tag & Wire Co.
Simonsville Mfg. Co.
Sufrin, I. & M.
Tip Top Mfg. Co.
VAIL MFG. CO.
Van Valkenburg, L. D., Co.
Waldes Kohinoor, Inc.

Clips (Pen and Pencil)

Argus Mfg. Co.
DIXON, JOSEPH, CRUCIBLE CO.
Green Duck Metal Stamping Co.
HUNT, C. HOWARD, PEN CO.
Modern Pen Mfg. Co., Inc.
Parisian Novelty Co.
Sheaffer, W. A., Pen Co.
Swan Pencil Co., Inc.
Van Valkenburg, L. D., Co.

Clocks (Desk)

Banov-Bernsley & Co., Inc.
Continental Mfg. Co.
General Electric Co.
Gibraltar Mfg. Co., Inc.
GIFT CRAFT LEATHER CO.
Hammond Instrument Co.
Kathman Associates
Lux Clock Mfg. Co., Inc.
McDONALD PRODUCTS CORP.
Miller, Howard, Clock Co.
Park Sherman Co.
POLAR MFG. CO.
Sessions Clock Co.
Seth Thomas Clocks
SMITH METAL ARTS CO., INC.
Telechron Dept., General Electric Co.
World Mfg. Co.

Clocks (Program)

Cincinnati Time Recorder Co.
International Business Machines Corp.
Lathem Time Recorder Co.
Northwestern Clock Co.
Self Winding Clock Co., Inc.
Simplex Time Recorder Co.
Stromberg Time Corp.

Clocks (Time)

Cincinnati Time Recorder Co.
Follett Time Recording Co.
International Business Machines Corp.
Joslin, A. D., Mfg. Co.
Lathem Time Recorder Co.
Self Winding Clock Co., Inc.
Sessions Clock Co.
Simplex Time Recorder Co.
Stromberg Time Corp.

Clocks (Wall)

Associate Products Co.
General Electric Co.
Gibraltar Mfg. Co., Inc.
Hammond Instrument Co.
International Business Machines Corp.

Clocks (Wall)

(Continued from page 81)

Lifetimer Hoop-Type Window Clock Co. (Window)
Lux Clock Mfg. Co., Inc.
Miller, Howard, Clock Co.
Northwestern Clock Co.
Nu Tone, Inc.
Self Winding Clock Co., Inc.
Sessions Clock Co.
Seth Thomas Clocks
Simplex Time Recorder Co.
Stromberg Time Corp.
Telechron Dept., General Electric Co.

Clocks (Watchman's)

Chicago Watchclock Div.
Cincinnati Time Recorder Co.
Detex Watchclock Corp.
Follett Time Recording Co.
Lathem Time Recorder Co.
Simplex Time Recorder Co.

Cloth Patches (Gummed)

(See Gummed Cloth Eyelets and Patches)

Cloths (Dusting)

(See Dusting and Wiping Cloths)

Coat and Hat Racks

(See Racks, Hat and Coat)

Coatings (Plastic, Protective)

(See Plastic Coatings, Sprays)

Coin Bag Seals

(See Seals and Sealers, Lead)

OVER 40 YEARS
make
ABBOTT
a
HABIT
for
COIN WRAPPERS
CURRENCY STRAPS
BANK SUPPLIES
COIN TRAYS—RACKS
COIN SORTING MACHINES
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YOU
should have our
NEW CATALOGUE
please write
ABBOTT COIN COUNTER COMPANY
143rd-144th Sts. and Wales Avenue
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Coin Bags

(See Bags, Coin)

Coin Cards (Mailing)

Beistle Co.
Demco Library Supplies
DENNISON MFG. CO.
Lindley Box & Paper Co.
National Tag & Label Corp.
REYBURN MFG. CO., INC.
Spies, John N., Mfg. Co., Inc.

Coin Changers (Belt Type)

ABBOTT COIN COUNTER CO.
Compass Instrument & Optical Co., Inc.
Galef, J. L., & Son, Inc.
Johnson Fare Box Co.
Meyer & Wenthe, Inc.

Coin Changers (Cashiers)

ABBOTT COIN COUNTER CO.
Brandt Automatic Cashier Co.
Coinometer Corp.
DOWNEY, C. L., CO.
Johnson Fare Box Co.
Metal Products Engineering, Inc.

Coin Counting Devices

ABBOTT COIN COUNTER CO.
Automatic Coinwrapping Machine Corp.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Compass Instrument & Optical Co., Inc.
DOWNEY, C. L., CO.
Klopp Engineering, Inc.
Lonson Mfg. Co.

Coin Counting Machines

ABBOTT COIN COUNTER CO. (AND PACKAGING MACHINES)
Automatic Coinwrapping Machine Corp.
Brandt Automatic Cashier Co.
Coinometer Corp.
DOWNEY, C. L., CO.

SELL . . .
"STEEL-STRONG"
TRADE MARK
THE ONLY LINE OF—
COIN HANDLING PRODUCTS
that's NATIONALLY Advertised
and SOLD Only Through DEALERS!
They are of higher quality throughout—the result of years of testing in Banks in every state in the Union. "STEEL-STRONG" Products incorporate many exclusive features not found in competitive lines. They out-perform—and out-sell—all others,—the only Line that is nationally advertised, hence enjoys greater customer acceptance.
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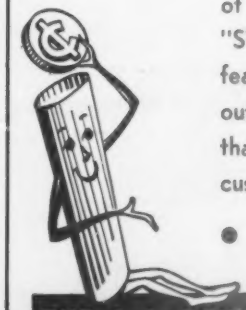
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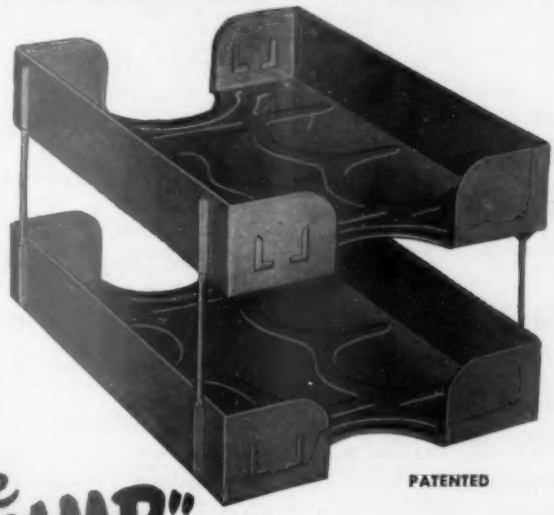
• RAINBOW COIN WRAPPERS
• OLD STYLE COIN WRAPPERS
• FEDERAL BILL STRAPS
• COLORED BILL STRAPS
• BANDING STRAPS
• CHANGE TRAYS
• COIN TRAYS
• CURRENCY RACKS
• MANUAL COIN COUNTERS
• TELLERS' MOISTENERS
• LEAD SEALS AND PRESSES
• LINEN SHIPPING TAGS, ETC.

AMERICA'S FINEST STEEL DESK TRAYS



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BOOST PROFITS!

"THE CHALLENGER"

THE ONLY LOW PRICED DESK TRAY ON THE MARKET TODAY—WITH ALL THE FEATURES OF AN EXPENSIVE DESK TRAY.

IMPORTANT FACTS TO REMEMBER

- 2½" Depth Affords Maximum Capacity.
- Distinctive ¼" Radius Streamlined Corners.
- Two Openings for Use on Single or Double Desk.
- Exclusive Dome Feature Prevents Scratching Desk or Table.
- Cut Out to Give Easy Access and Avoid Fumbling for Papers.
- Sturdy Post for Stacking into Tiers.
- One Solid Piece of Steel for Greater Durability.
- All Finishes Are Baked On :: Not Air Dryed.
- AVAILABLE IN LETTER AND LEGAL SIZES.

the "CHAMP"

"A better desk tray in every way." Look for the name NU-CRAFT PRODUCTS CO. for the stamp of quality. A welcome addition to the office.

12 BIG REASONS FOR GUARANTEED SALES!

- SAFETY VALUE . . . fully rolled over edges insures safety.
- DURABILITY . . . completely embossed bottom for beauty and strength.
- EFFICIENCY . . . card holders on the front and back.
- UTILITY VALUE . . . openings front and back for single or double desk.
- COLOR SELECTION . . . hard baked finish in Grey, Walnut and Green to match office furniture.
- GOOD VISIBILITY . . . center cut-outs for quick seeing.
- DEEP WALLED . . . 2½ inch depth allows maximum capacity.
- STREAMLINED DESIGN . . . an asset for office smartness.
- DESK PROTECTION . . . rubber feet securely eyeletted to tray eliminates desk scratching
- EASY ACCESS . . . wide openings for easy-to-get-to papers.
- BETTER CONSTRUCTION . . . one solid piece of steel for greater durability.
- FUNCTIONAL . . . sturdy aluminum posts for stacking into tiers.

AVAILABLE IN LETTER AND LEGAL SIZES

CASHIERS PAD RACK

Every business has various pads, bank checks, receipts, contracts, delivery and service forms. This rack holds each within easy reach. Saves space and confusion. All one piece welded steel. Hollow space inside. Color: Gray Hammertone. Available in three sizes.

THE "LAWRENCE" LOOSE CHANGE HOLDER

Is definitely a change for the better. These change holders have channels for the exact width of each of the various denominations of coin. The entire change holder is made of extra heavy gauge aluminum and riveted throughout. Available in polished aluminum finish in two sizes for both commercial and saving banks.

BANKERS STEEL NOTE CASE

Made especially for safe filing of notes and other valuable papers or documents. Constructed of heavy gauge steel, it is equipped with handle, follow block, lock and two keys. Furnished with or without celluloid tipped guides in assorted colors. Dimensions 15-1/4" L, 11-7/16" W, 5-3/8" H. Gray Hammertone finish.

Complete line of

BOND AND SECURITY BOXES

Rigidly made of finest grade, extra heavy steel, a real safe for your valuables. Equipped with a durable piano hinge, disc tumbler lock, two corrugated keys, and sturdy chrome plated handle. Packed in individual cartons.

ALUMINUM COIN TRAYS

ONE PIECE CONSTRUCTION

Made of extra heavy aluminum. Simplified for convenient handling of coins. Boxes fit snugly—stack evenly—no delicate balance here. Bottom of upper box sits flat on coins in lower box. Etched satin finish. Individually boxed and clearly marked for easy stacking and shipping.

NU-CRAFT PRODUCTS CO.

"Always Something New"

WRITE FOR OUR NEW 16 PAGE 1955 ILLUSTRATED CATALOG FEATURING OVER 90 ITEMS OF BANK AND OFFICE EQUIPMENT.

NU-CRAFT PRODUCTS CO. INC.

321-327 CLARKSON AVE. BROOKLYN 26, NEW YORK

Coin Counting Machines
(Continued from page 82)

Johnson Fare Box Co.
Klopp Engineering (And Packaging Machines)
Sattley Co.
Standard-Johnson Co.

Coin Counting Machines (Rebuilt)

Addressing Machine & Equipment Co.
Mailers Equipment Co.

Coin Envelopes
(See Envelopes, Coin)

Coin Mats
(See Mats, Coin)

Coin Racks and Cabinets
(See Racks, Coin, Storage)

Coin Rental Devices (Typewriter)

Gramont Corp.
Viking Specialty Co.

Coin Sorters

ABBOTT COIN COUNTER CO.
Brandt Automatic Cashier Co.
Coinometer Corp.
DOWNEY, C. L., CO.
Johnson Fare Box Co.
King Koin Sorter Co.
Klopp Engineering, Inc.
Sattley Co.
Standard-Johnson Co.

Coin Sorters (Rebuilt)

Addressing Machine & Equipment Co.
Mailers Equipment Co.

Coin Tills or Trays

ABBOTT COIN COUNTER CO.
ART STEEL SALES CORP.
Artmor Plastics Corp.
Brandt Automatic Cashier Co.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Currier Mfg. Co.
Dash Metal Products Co.
General Fireproofing Co.
Indiana Cash Drawer Co.
International Cash Register & Parts Co.
LIT-NING PRODUCTS CO.
Lonson Mfg. Co.
Metal Products Engineering, Inc.
NU-CRAFT PRODUCTS CO.
POLAR MFG. CO.
Shaw-Walker Co.
Strayer Coin Bag Co.
UNITED CUTLERY & HARDWARE PRODUCTS CO.

Coin Trays (For Wrapped Coins)
(See Racks, Coin, Storage)

Coin Wrappers

ABBOTT COIN COUNTER CO.
Automatic Coinwrapping Machine Corp.
Bank Products Co.
Brandt Automatic Cashier Co.
Coinometer Corp.
Continental Bank-Supply Co.
DOWNEY, C. L., CO.
Exline, William, Inc.
Johnson Fare Box Co.
Nashua Package Sealing Div.
Northeast Mills Paper Co.
Pap-R Products
Rittenhouse Paper Co.
Sattley Co.
Spurgin Mfg. Co.
Standard-Johnson Co.
Strayer Coin Bag Co.

Coin Wrapping Devices

ABBOTT COIN COUNTER CO.
Automatic Coinwrapping Machine Corp.
BAINBRIDGE, KIMPTON & HAUPT, INC.
DOWNEY, C. L., CO.
Henderize, Inc.
Klopp Engineering, Inc.
Standard-Johnson Co.

Collating Devices
(See Racks, Gathering)

Collating Machines

Harris-Seybold Co.
Mendes, J. Curry, Corp.
Thomas Collators, Inc.

Colors (Oil and Water)
(See Artists' Supplies)

Colors (Showcard)
(See Show Card Colors, Inks)

Columnar Books
(See Books, Blank)

Columnar Pads
(See Pads, Columnar)

Compasses (Drafting)

ALVIN & CO.
American Pencil Co.
BROWN, ARTHUR, & BRO., INC.
Bruning, Charles, Co.
Cardinell Corp.
Compass Instrument & Optical Co., Inc.
Dietzgen, Eugene, Co.
DIXON, JOSEPH, CRUCIBLE CO.

A READY SELLER

$17.75
TAX EXTRA
INCLUDING TELESCOPIC EYEGUIDE

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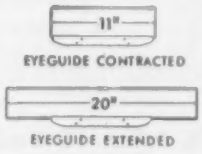

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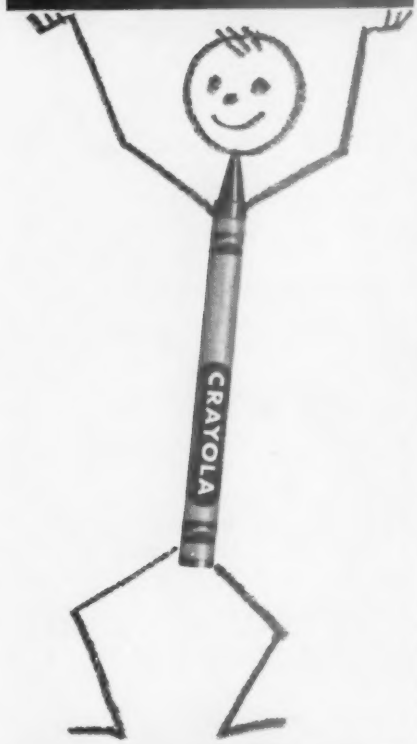

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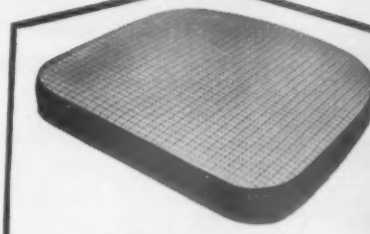

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Ramsay Co.
Reliable Textile Co.
Republic Seating Co.
Royal Cushion Co., Inc.
Seatmaster Co., The
Southern Friction Materials Co.
Star Office Accessories Co.
Style-Crafters, Inc.
Sun Rubber Co.
Textile Products Co.
U. S. Rubber Co.

Cushions (Stool)

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BAINBRIDGE, KIMPTON & HAUPT, INC.
Bickett, L. M., Co.
CHICAGO DESK PAD CO., INC.
Comfort Cushion Co.
Floorcraft Co.
Foam Rubber Fabricators, Inc.
FOX, GEO. E., & CO.
Hoffman, L.
PERFECT RUBBER SEAT CUSHION CO.
Ramsay Co.
Royal Cushion Co., Inc.
Style-Crafters, Inc.
Textile Products Co.

Cuspidor Mats

(See Mats, Cuspidor)

Cuspidors

Faries Div.
FRANKLIN METAL PRODUCTS CO.
Lawson, F. H., Co.
Logan Pottery Co.

Custom Manufacturing (Metal)

Adams, S. G., Co.
Art Metal Products Co.
Bernard Franklin Co., Inc.
BORROUGHS MFG. CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Dehler Mfg. Co.
Dray Mfg. Co.
Estey Metal Products, Inc.
General Fireproofing Co.
Globe-Wernicke Co.
HASKELL, INC.
MODERN STEELCRAFT, INC.
NU-CRAFT PRODUCTS CO.
Sherman-Reynolds, Inc.
TOP FLIGHT PRODUCTS CO., INC.
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Garland Furniture Co.
Lehigh Furniture Corp.
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HEADQUARTERS
8 STYLES & SIZES to fit every need.
Individually Wrapped in cellophane

FOAM RUBBER CUSHIONS
Wide variety of styles, colors and fabrics.

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C-LINE
Write for NEW illustrated catalog of complete line.
THE CHICAGO DESK PAD CO., INC.
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(See Forms, Customs Declaration)

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(See Trimming Boards)

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American Bank Equipment Co.
Ameurope, Inc.
BANKERS & MERCHANTS, INC.
Cincinnati Time Recorder Corp.
Cummins-Chicago Corp.
Force, Wm. A., & Co., Inc.
Gibson, A. C., Co., Inc.
International Business Machines Corp.
Joslin, A. D., Mfg. Co.
Rapidprint Time Recorders, Inc.
Simplex Time Recorder Co.
STEWART, R. A., & CO., INC.
Stromberg Time Corp.
Time, Date and Number, Inc.

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AMERICAN SEAL & STAMP CO.
Ameurope, Inc.
BANKERS & MERCHANTS, INC.
Bates Mfg. Co.
Consolidated Stamp Mfg. Co., Inc.
Cooke Time Stamp Co.
Duke, Ronald K., Co.
FULTON MARKING EQUIPMENT CO.
Gibson, A. C., Co., Inc.
International Business Machines Corp.
Joslin, A. D., Mfg. Co.
Krengel Mfg. Co., Inc.
Matthews, James H., & Co.
Melind, Louis, Co.
Meyer & Wentha, Inc.
Rapidprint Time Recorders, Inc.
Rivet-O Mfg. Co.
Roberts Numbering Machine Co.
STEWART, R. A., & CO. INC.
Superior Marking Equipment Co.
Time, Date & Number, Inc.
Wendell-Northwestern, Inc.

Davenports (Upholstered)

(See Furniture, Full Upholstered, Wood Frame)

Decalcomania Transfers (General)

(See also Labels, Name Plates, Signs)

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American Decalcomania Co.
Atlas Tag Co.
Continental Decalcomania Co.
Duro Decal Co., Inc.
Hall Industries, Inc.
International Ticket Co.
Meyercord Co., The
National Decalcomania Corp.
Palm Bros. Decalcomania Co.
St. Louis Sticker Co.

Decalcomania Transfers (Letters and Numbers)

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American Decalcomania Co.
Atlas Tag Co.
Continental Decalcomania Co.
Duro Decal Co., Inc.
Meyercord Co., The
National Decalcomania Corp.

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Fresh'nd Aire Co.
Viking Air Conditioning Corp.
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Completely Eliminated!

ON THE MODERN WOOD DESK

by the use of

"DENSIWOOD"

Pat. No. 2,488,301

DENSIFIED WOOD FURNITURE COMPONENTS

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"Providing the Durability of Steel — — to the Warmth and Beauty of Wood"

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(See Trays, Check Posting)

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(See Forms, Deposit Slip)

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(See Files, Deposit Ticket)

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(See Work Organizers)

Desk Distributors
(See Work Distributors)

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(See Files, Desk, Bottom Drawer)

Desk Drawer Trays
(See Trays, Desk, Center Drawer)

Desk Feet and Shoes
(See Caster Cups)

Desk Floor Mats
(See Mats, Chair)

Desk Guards
(See Bumpers and Guards, Furniture)

Desk Height Files
(See Files, Desk Height)

Desk Lamps
(See Lamps, Desk, Fluorescent and Incandescent)

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Home Budget, Cancelled Checks, and Valuable Documents.

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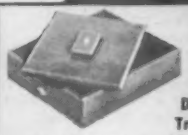

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A handy desk utility for home and office. Made in four sizes.

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MASON STATIONERY PRODUCTS, INC.

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63 Years of Quality Craftsmanship

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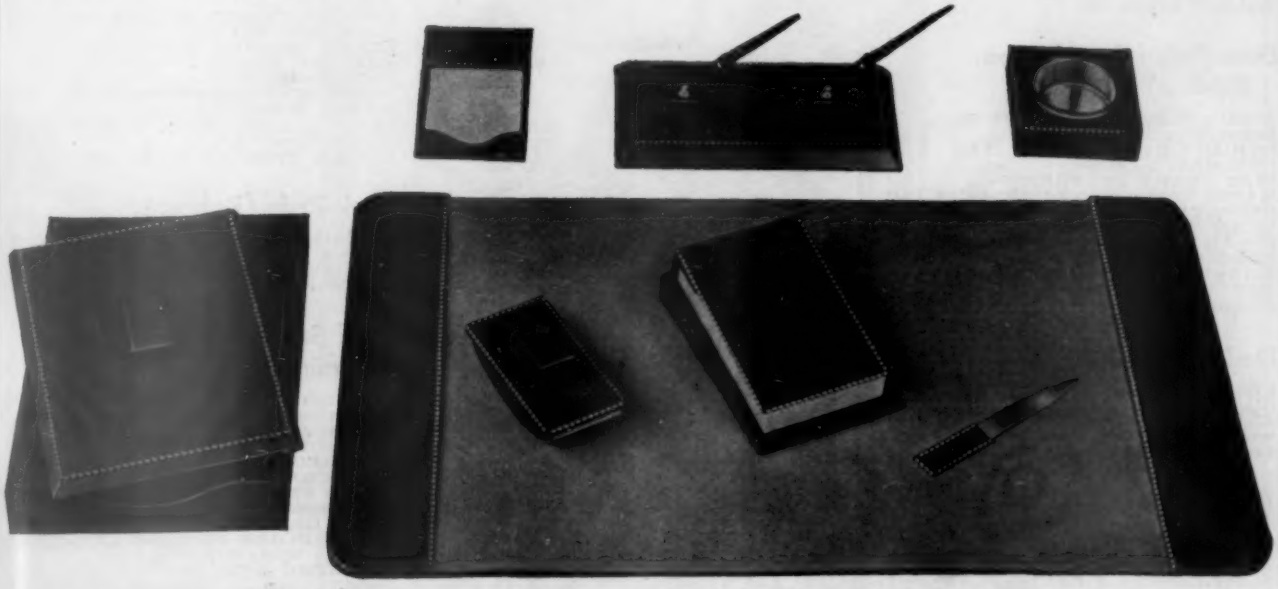

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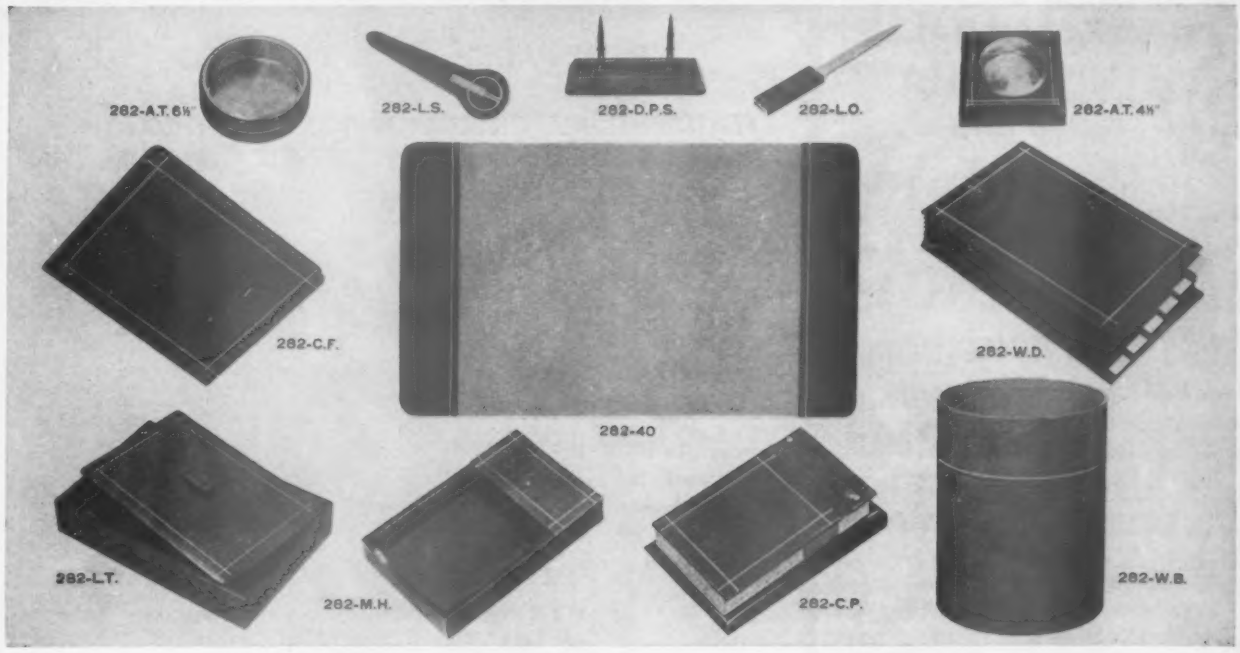

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Stationers Specialty Corp.
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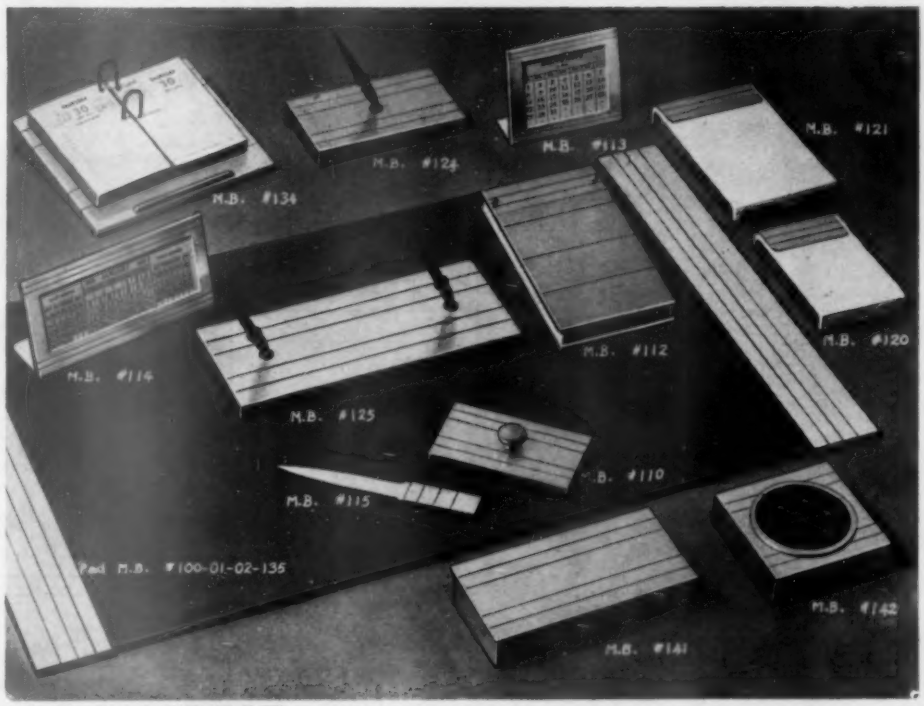

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MOONCREST... the Biggest value ever offered in Medium-priced Genuine Brass DESK APPOINTMENTS!

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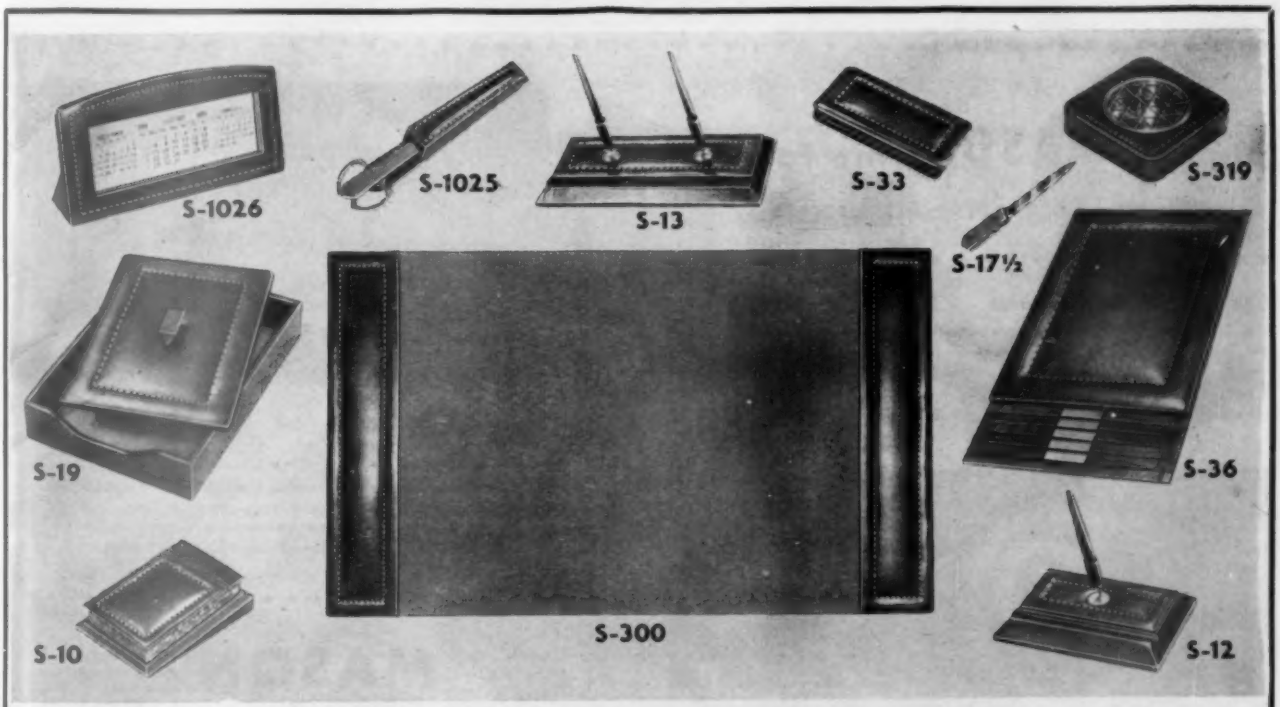

The above set is one of four open stock sets available in 18 standard colors of heavy weight top grain cowhide. The largest assortment of desk pads and desk set items in the industry, unequaled for quality, workmanship, or price.

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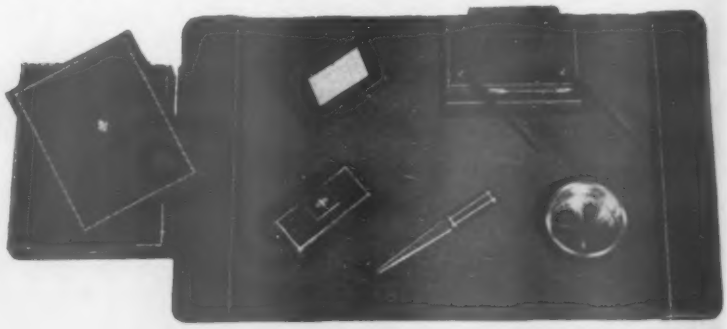
Desk Pads—Desk Sets—Accessories



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2 in 1: Desk Pad—Classies all correspondence and memos within easy reach. Sturdy, warp resistant masonite base, panels of fine quality simulated leather, all felt back—24 karat gold tooling, 6 part work classifier with insertable indextabs. Overall size 19½ x 38. Desk pad 19½ x 24. Colors: Brown—Green—Maroon.

The CHIEF EXECUTIVE

A desk set which crowns every executive desk with beauty. Desk pad made of 3/16" thick battleship linoleum 4" wide, genuine leather stand containing correspondence rack. Two 14 karat gold point fountain pens, screw rocker blotter—perpetual calendar—letter opener—screen wire ashtray—letter tray with cover—gold hand tooling. Colors: Green—Brown—Maroon—Saddle.

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COOKE & COBB CO.
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Barrett, C. E., & Co.
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Pen-Rite Corp.
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BAUMGARTEN, FRED
Columbia Pencil Co., Inc.
Gits Molding Corp.
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Autopoint Co.
B-B Pen Co., Inc.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Barrett, C. E., & Co.
Changepoint, Inc.
Columbia Pencil Co., Inc.
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Esterbrook Pen Co.
FISHER PEN CO.
Flo-Ball Pen Corp.
Lipic, Jos., Pen Co.
McLENNON PEN CO.
Morris, Bert M., Co.
New Diamond Point Pen Co.
Non-Stop Pen & Pencil Co.
Paper-Mate Co., Inc.
Peerless Pen Co.
Pen-Rite Corp.
Serolite Corp.
Sheaffer, W. A., Pen Co.
SMITH METAL ARTS CO., INC.

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Sanitouch Moistener

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attractive
Sengbusch
office aids

These Sengbusch desk items smarten the appearance of any office, save time and effort on any desk.

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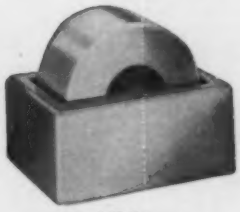
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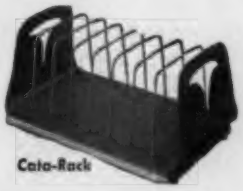
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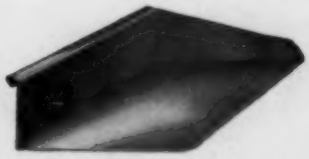
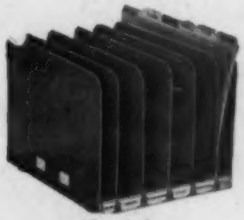
FREE order-pulling promotional Circulars and Blotters, *with your imprint.* Also attractive, colorful Counter and Window Cards to help build sales in your store.


File-A-Sist Filing Tray

"Build-Up" Desk Tray


Kleradesk (Steel and Steelless)

Sengbusch®
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Milwaukee 3, Wisconsin

Desk Sets (Dip-Reservoir Pen)

(Continued from page 95)

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Pagewriter Pen Co.
Preferred Products Co.
Sanford Ink Co.
SENGBUSCH SELF-CLOSING INK-STAND CO.
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Spencerian Pen Co.
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Welty Pen & Repair Co.
World Mfg. Co.

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Barrett, C. E. & Co.
Changepoint, Inc.
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Continental Mfg. Co.
Doringer Co., The
Esterbrook Pen Co.
Eversharp, Inc.
GIFT CRAFT LEATHER CO.
Kahn, David, Inc.
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Serolite Corp.
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SMITH METAL ARTS CO., INC.
Spencerian Pen Co.
Star Office Accessories Co.
Stratford Pen Corp.
Union Pencil Co., Inc.
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Waterman Pen Co., Inc.
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Desk Top Corner Fasteners

Artistic Desk Pad & Novelty Co.
Edgewater Mfg. Co., Inc.
FOX, GEO. E., & CO.
Glaziers' Tool Mfg. Co.
POLAR MFG. CO.

Desk Top Stripping

(See Glass Desk Top Stripping)

Desk Tops (Glass)

Bache, Semon, & Co.
Falconer Plate Glass Corp.
FOX, GEO. E., & CO.
Glaziers' Tool Mfg. Corp.
Hart Mirror Plate Co.
Metropolitan Mirror & Glass Co.
Pittsburgh Plate Glass Co.
POLAR MFG. CO.

Desk Tops (Leather)

CHICAGO DESK PAD CO., INC.
GIFT CRAFT LEATHER CO.
Piltzer Qualiton Products, Inc.
POLAR MFG. CO.
Regal & Wade Mfg., Inc.
Scerbo, Frank, & Sons, Inc.
Star Office Accessories Co.
Stationers Specialty Corp.

Desk Tops (Linoleum)

Armstrong Cork Co.
Artistic Desk Pad & Novelty Co.
Auburn Mfg. Co.
Banov-Bernsley & Co., Inc.
CHICAGO DESK PAD CO., INC.
Congoleum-Nairn, Inc.
Edgewater Mfg. Co., Inc.
FOX, GEO. E., & CO.
GIFT CRAFT LEATHER CO.
Hoffman, L.
MASON STATIONERY PRODUCTS, INC.

Modern, functional steel office furniture in a wide choice of styles and models to meet every office need.

MODEL NO. E-601

★ Write for Free Illustrated Brochure of Entire Line

Orna Metal Products Co.
2412 SO. SEVENTH ST. ST. LOUIS 4, MISSOURI

DESKS FOR EVERY OFFICE NEED

METROPOLITAN

WILTSHIRE

COMMERCE

Imperial desk company
EVANSVILLE, INDIANA

Piltzer Qualiton Products, Inc.
POLAR MFG. CO.
SAINBERG & CO., INC.
Star Office Accessories Co.
Stationers Specialty Corp.

Desk Tops (Plastic)

BLANK, ARTHUR, & CO., INC.
Formica Co.
MEIER, JOSHUA, CO., INC.
National Plastic Products Co.
Piltzer Qualiton Products, Inc.
Plastic Service Co.
Spaulding Fibre Co., Inc.
Vita Specialties Co.

Desk Tray Supports

(See Tray Supports, Letter Tray)

Desk Trays (Center Drawer)

(See Trays, Desk, Center Drawer)

Desk Trays (Letter)

(See Trays, Letter)

Desk Work Organizers

(See Work Organizers)

Desks (Billing Machine, Steel)

ALL-STEEL EQUIPMENT INC.
ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Dray Mfg. Co.
General Fireproofing Co.
Globe-Wernicke Co.
INVINCIBLE METAL FURNITURE CO.
MEILINK STEEL SAFE CO.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Yawman and Erbe Mfg. Co.

Desks (Billing Machine, Wood)

ARNOT-JAMESTOWN DIVISION
Great Lakes Furniture Co.
Hanes Chair & Furniture Co., Inc.
JASPER DESK CO.
(See Catalog Insert, Pages 111-112)
JASPER OFFICE FURNITURE CO.
Leopold Co.
Myrtle Desk Co.
STANDARD FURNITURE CO.

Desks (Bookkeeping Machine, Steel)

(See Desks, Machine Bookkeeping, Steel)

Desks (Calculating Machine, Steel)

ALL-STEEL EQUIPMENT INC.
ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Dray Mfg. Co.
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Globe-Wernicke Co.
INVINCIBLE METAL FURNITURE CO.
MEILINK STEEL SAFE CO.
ORNA-METAL, INC.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Steelcase, Inc.
Yawman and Erbe Mfg. Co.

Introducing a startling development in desks

MORVAL

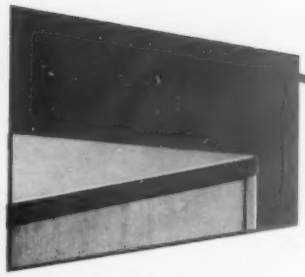
Office Furniture

Entirely new concepts of quality and price for the volume market!

NOW—MORVAL introduces . . . . .

MORVAL

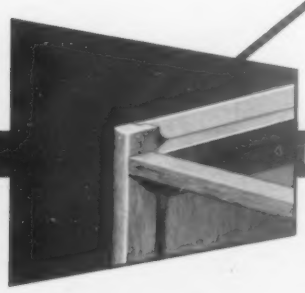
FUTURONIC



NEW DURATOP SOLVES SPOT, SCRATCH, BURN PROBLEMS

Futuronic's wonder-wearing DURATOP surface is exceptionally smooth and hard, yet not cold, slippery and unpleasant to work on. The DURATOP Finish sets new standards for resistance to staining, burning and scratching. No pampering, no fussy "housekeeping"—carbon paper and lipstick marks, coffee, ink and other stains to which the Desk is exposed in general use are easily removed with a light application of cleaning wax or plain soap and water! The DURATOP surface is bound to the core by hot-plate resinous gluing in a lifetime seal . . . the smoothest possible work-surface.

No. 793 Secretarial Desk—58" x 30"
(Right-hand Secretarial is No. 796)
Compact, drop-type typewriter platform operates with finger-tip spring action.

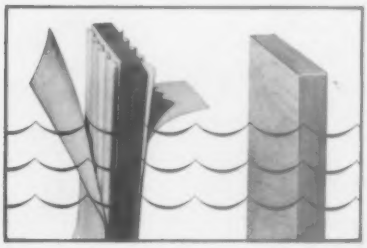


FUTURONIC CONSTRUCTION ELIMINATES WOBBLING AND SQUEAKING!

Electronic "welding" . . . Futuronic's construction process . . . keeps Futuronic Desks rigid for a lifetime, despite rough handling, heat, cold and dampness. Specially designed electronic machines weld the entire pedestal—panels and frame—into one complete unit—a revolutionary development in office furniture construction.

DENSIFIED POSTS PREVENT DENTING AND SPLINTERING!

Densified Knee-space Posts—unheard of on desks at this price—are so hard, so smooth, so impervious to wear that they will never splinter or dent, catch clothing or cause stocking runs. The Densifying Process has the effect of "plasticizing" the wood of the rounded corner of the post to a degree at least 20% harder than the rest of the post itself—provides a flawless surface very resistant to impact and wear.

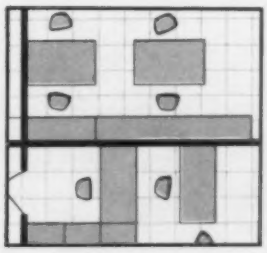


LOOK WHAT HAPPENS IN THE WATER BATH!

After 48-hour immersion test, the veneer of Panel A (at left—bonded in the conventional way) has peeled from the core. The difference is that Panel B—good as new—has veneers and core bonded together by the Hot Plate Resinous Gluing Process. MORVAL's hot-plate process of gluing veneers to core, and the electronic "welding" of panels and frames make the Futuronic Desk resistant to water and climatic changes—assurance that surfaces and joints will hold up under extreme conditions for the life of the desk!

. . . a new dimension in office furniture

In construction . . . in materials . . . in styling, Morval Futuronic parts with tradition . . . steps into the future to bring you advantages never before available in office furniture. Futuronic is the first Group of its kind ever to be offered at such a surprisingly low competitive price—first to combine the great qualities of wood with the advantages of other materials. Read the facts. See how Futuronic revolutionizes today's standards of desk construction, durability and comfort. See how the entire Futuronic Group provides new opportunities for efficient office layouts and varied color schemes. Then ask yourself if you can afford not to have FUTURONIC.



SAVES SPACE
SAVES STEPS
SPEEDS WORK

Space-saving Futuronic office units permit any number of modular arrangements. Designs are compact. All units have flat edges that fit perfectly together. Several different top sizes are available for bookcase combinations. Resulting flexibility opens the way to layouts that meet the size and exact work needs of any office . . . improves office efficiency by saving time and steps.

BLENDS WITH OTHER OFFICE FURNITURE

Offices need no longer be restricted to one type of furniture because of clashing colors, materials or design. Futuronic's modern design and duo-tone body and top color combinations blend perfectly and harmonize with steel or wood surroundings. The Beige Top, together with the Coral Oak, Pearl Walnut or Palomino Body Finishes, is durably hard yet lustrous and smooth . . . kept in a constant state of "new desk sparkle" by simple attention to the waxed surfaces . . .

ALL AT A NEVER-BEFORE PRICE

AND FUTURONIC INCLUDES THESE EXTRAS!

- **MATCHING CHAIRS**—same colors, same design—complete line. (See next page.)
- **GLIDE-EASY DRAWERS** . . . dovetailed, sturdily constructed, executive-type, with full-finished interiors, fully partitioned.
- **DOUBLE DRAWERS FITTED FOR PENDA-FLEX** suspended filing systems. Removable partition converts drawer easily for conventional or legal size files. Double Drawers conveniently in top of pedestal.
- **HEIGHT ADJUSTS FOR COMFORT** . . . special glides raise or lower desk up to 1½" (29" to 30½").
- **LIGHTER WEIGHT** than conventional desks . . . move without removing contents. Bases remove easily for carting and shipping.

WRITE TODAY FOR FACTS

ALL AT A NEVER-BEFORE PRICE

Unheard-of price tags on Futuronic Desks and Chairs are simply another bit of evidence that the saying which has always motivated American Industry is still operative—"Necessity is the mother of invention." For many years, office equipment buyers have searched high and low—but have seldom found quality wood furniture at a price which would permit volume purchase. Futuronic Office Furniture is the first to supply the answer . . . the first to develop and to combine new materials and new techniques in a way that permits volume production of fine quality desks at prices never before dreamed possible.

MORVAL FUTURONIC

IS A COMPLETE LINE!

In addition to the Secretarial Desk (on page 2) and the M-70 T. W. Converter Unit not shown, the complete Morval Futuronic line includes all the units on this page.

M-707 Clerical Desk—58" x 30"
52" x 30"

M-707 Clerical Desk—42" x 30"

M-717 Dual-Top All Purpose—58" x 30"

M-700 Table—58" x 30"

M-788 Bookcase with M-788T-60" Top and M-788P Panel End in Modular "L"

M-70 T.W. Converter Unit

ABOUT FUTURONIC CHAIRS . . .

Futuronic Chairs are entirely new—created to harmonize perfectly with the design, color and finish of Futuronic Desk units. Offered at an unprecedented price, these chairs are made exclusively for Morval by one of the nation's top producers of high-quality chairs. Construction features are outstanding. Cushions are contoured for comfort. Covering is wear-resistant Naugahyde—available in choice of five striking colors. Seat coverings are optional on Swivel, Arm and Side Chairs. (Color sample book on request.)

M-1961S Side Chair

M-1961 Guest Chair

M-632G Executive Adjustable Chair

M-1960G Desk Chair

M-688 Stenographic Chair

MORVAL CORPORATION

HERKIMER, NEW YORK

Associated with Standard Furniture Company

Backed by 67 years of Quality Office Furniture manufacture

Security STEEL BELONGS IN EVERY OFFICE

There is Security Steel Office Furniture designed for every office and every budget. Whatever your need or choice you are assured of the finest . . . unmatched in design, quality craftsmanship and modern office efficiency.

9201 — 2 dwr. ltr. file (29" or 30½" high)

9301 — 3 dwr. ltr. file (41 13/16" high)

9401 — 4 dwr. ltr. file (52" high)

9501 — 5 dwr. ltr. file (60" high)

MSF-60 FLAT TOP DESK

4SF-60 FOUR LEG FLAT TOP DESK

TDSF-60 30" LINE DESK

SECURITY STEEL EQUIPMENT CORPORATION, AVENEL, N. J.

INVINCIBLE

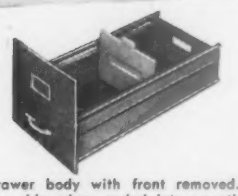
Business Engineered

Filing Equipment means

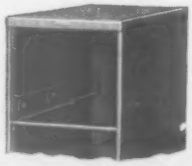
More Sales

for you!

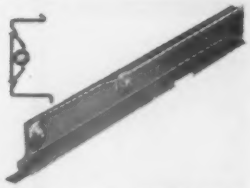
***Only Invincible** offers you these great sales-clinching features



Drawer body with front removed. Top side edges curled into smooth tube. Sides channeled for compressor track, to strengthen sides. Smooth interior protects folders or guides. Positive-lock, finger-touch compressor release.



Drawer opening shows torque-brace support of shelves and uprights, also mounting of ball-bearing guide rollers in suspension housing. Housing welded to side of cabinet, shelf and to the front upright for exceptional structural strength.



Invincible's unique guide bearings — ½" in diameter — completely eliminate side friction, allow drawer suspension to roll freely and easily even if cabinet is not level. Provides full support for suspension — regardless of drawer position.

Ball-bearing cradle-type suspension. All rollers have a constant ¼" wide contact with alloy-steel drawer run, suspension and suspension housing. These parts will not be "grooved" or worn through by operation of normally loaded drawer.

Remember! **Your profits are protected under Invincible's dealer sales policy.**

- Invincible relies on *you* to do the retailing job. We do not sell directly to consumers.
- Outstanding design and construction features make more sales for you.
- Invincible products are backed by a national advertising program in leading consumer and trade publications . . . with all inquiries directed to you!

It's easy to see why more and more dealers choose to handle the fast-selling Invincible line of metal filing cabinets. They're built better . . . to last longer, with advanced design and construction features that bring customers back again and again. See how you can cash in on this Business Engineered line. Write today for details.

INVINCIBLE

Office equipment for better business living

INVINCIBLE METAL FURNITURE COMPANY, Manitowoc, Wis.

Modern Design PLUS Greater Efficiency

help you sell INVINCIBLE "Business Engineered" executive office suites!

Designed to suit the most discriminating taste, Invincible metal office furniture offers outstanding beauty, quality construction and maximum efficiency features that are sure to win favor with any executive. Yes, Invincible executive office suites are "Business Engineered" . . . to help you clinch more sales.

See how you'll make more sales, more profits when you display and stock this popular line. Write today for details.

Remember! Your profits are protected under Invincible's dealer sales policy!

- Invincible relies on you to do the retailing job. We do not sell directly to the consumer.
- Invincible products are backed by a national advertising program in leading consumer and trade publications . . . with *all* inquiries directed to you.

INVINCIBLE

Invincible Metal Furniture Co. • Manitowoc, Wis.

NEW!

Modernaire Bookcase

Top is linoleum covered to match desks. Two adjustable shelves are furnished. Available with or without sliding glass doors.

NEW!

Modernaire Telephone Stand

Linoleum top matches desk. Adjustable non-rust glides on base can be set to level stand . . . eliminate rocking and vibrating.

See for yourself why WESCO'S best!

Fashion-Aire DESK
Best in the moderately priced class. Built to withstand abuse and give years of service.

Econom-Aire DESK
Best in the low priced field, yet styled for the most selective buyers.

1900 FILE
Maximum filing space at minimum cost. Finest construction features . . . high styling. Non-suspension — silent operation. 28" deep.

Wesco's engineering and styling are the result of close market analysis . . . what the buyer needs in accommodation . . . what he demands in price and appearance. Tailored to actual requirements, the Wesco line meets with instant approval wherever office equipment is needed. Compare any of the items shown here. You will see too why Wesco's best.

Western MANUFACTURING COMPANY
AURORA, ILLINOIS

NEW YORK DISPLAY and REPRESENTATIVE: Arthur Gordon Company Associated, 206 Lexington Ave., New York 16, N. Y.
CALIFORNIA WAREHOUSE and REPRESENTATIVE: Mr. F. C. Charles, 2436 East 8th St., Los Angeles, Calif.
TEXAS WAREHOUSE and REPRESENTATIVE: Mr. C. W. Kuse 2414 W. Holcombe Blvd., Houston 25, Texas

WESTERN MFG. CO. WESCO AURORA, ILL.

WHISPERING OPERATION

1500 FILE
Greatest use of silent operation with Wesco's "Oiled for Life" nylon rollers. Lowest possible cost. Built to highest quality standards.

ADD-A-FILE
Filing space for locations where space is not available for standard file unit. Designed for expansion to meet future filing needs. Any number may be stacked together.

DESIGNED BETTER TO SELL BETTER

"Correlation"
by STEEL AGE

Typical Correlated Group

5560 Executive Desk

5583 Bookcase

. . . a distinguished new family of integrated office furniture

This is *Correlation* . . . a beautiful *new* family of custom quality STEEL AGE desks . . . deliberately designed to combine fresh new styling with complete adaptability to changing requirements in space and function.

Correlation enables your customers to do *this:*

Create dozens of types and sizes of work stations quickly and easily, because each unit is *correlated.*

Adapt individual desks to new job or space demands without a completely new office furniture investment. Tops, pedestals and end panels are fully interchangeable.

Enjoy the new comfort and work-ease of *Correlation's* convenient new 30" depth and new whisper-quiet, nylon roller storage drawer operation.

Add stimulating new color-styling through the choice of seven attractive finishes and 14 desk top materials.

● STEEL AGE *Correlation* units cost less than most conventional steel desk units. Write today for details on this exciting new concept in correlated office planning.

CORRY-JAMESTOWN MFG. CORP., CORRY, PA.

Steel Age

"The Quality Choice of Modern Offices"

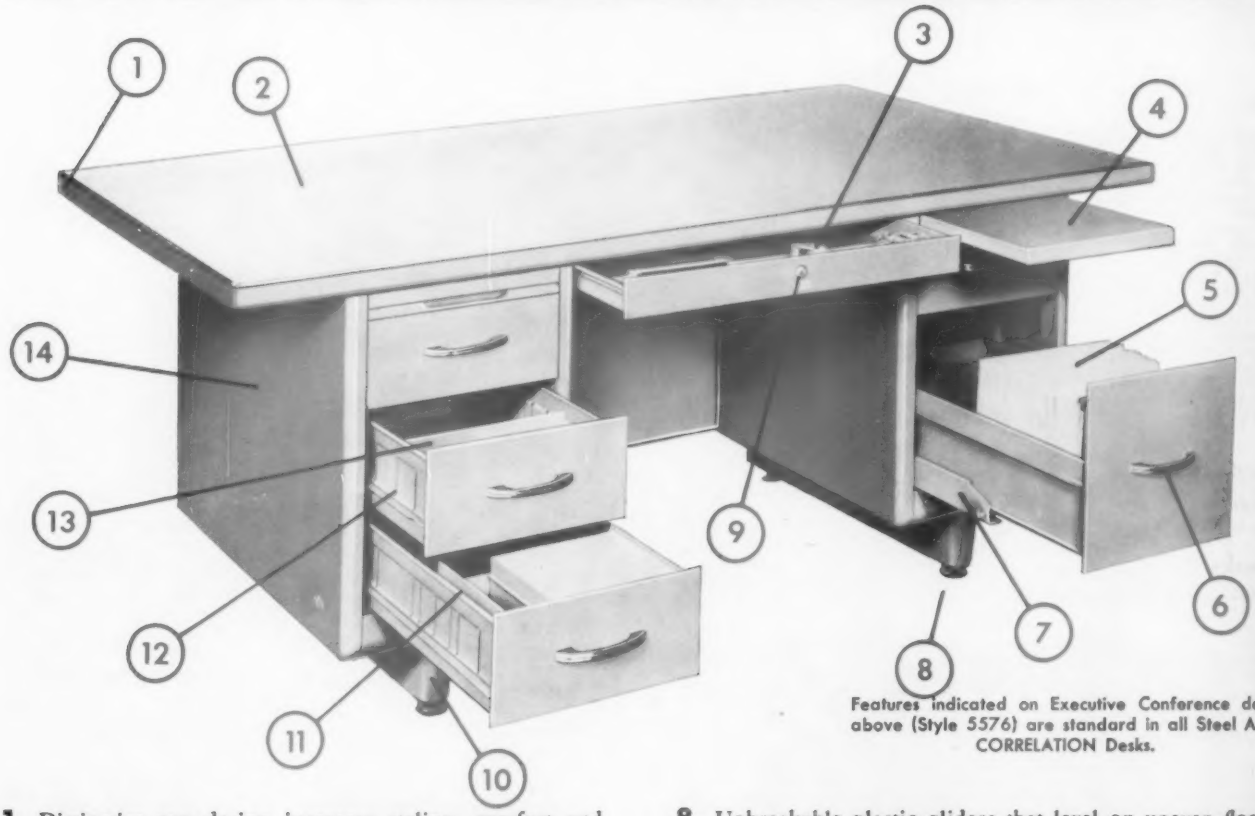
More than 50 correlated units to choose from.

5576 Conference Desk

The complete Correlation Line is illustrated in new full-color folder. Write for your free copy today.

Branch Offices: Atlanta • Boston • Chicago • Dallas Detroit • New York • Oakland • Philadelphia • Seattle

Steel Age "CORRELATION" Desk Units set a New Standard in Comfort and Efficiency



Features indicated on Executive Conference desk above (Style 5576) are standard in all Steel Age CORRELATION Desks.

1. Distinctive top design increases styling, comfort and available working area.
2. Smooth, eye-easy tops in a variety of attractive, durable materials.
3. Roomy convenience tray in kneespace drawer.
4. Handy reference shelf. Glass top or convenience tray shelves may be substituted if desired.
5. Ample vertical filing space and positive side-locking compressor.
6. Attractive aluminum hardware.
7. Full-progressive ball bearing suspension assures effortless operation of vertical file drawer.
8. Unbreakable plastic gliders that level on uneven floors and provide any height from 29" to 30½".
9. General automatic lock in kneespace drawer locks all drawers.
10. Modern, unbreakable fiberglass pontoons give more foot room, facilitate cleaning and add to the appearance of the desk.
11. Storage drawers can accommodate 5 x 3, 6 x 4 or 8 x 5 removable card trays.
12. Easy-operating storage drawers of generous capacity operate on quiet nylon and Buna "N" rollers.
13. Each storage drawer equipped with adjustable drawer partition.
14. Durable baked enamel finish.

Steel Age

The Quality Choice of Modern Offices

Manufactured by

CORRY-JAMESTOWN MFG. CORP., CORRY, PA.

Branch Offices: Atlanta • Boston • Chicago • Dallas • Detroit • New York • Oakland • Philadelphia • Seattle

Desks (Calculating Machine, Wood)

ARNOT-JAMESTOWN DIVISION
Central Desk Mfg. Co.
Doten-Dunton Desk Co.
Great Lakes Furniture Co.
Hanes Chair & Furniture Co., Inc.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
(See Catalog Insert, Pages 111-112)
JASPER OFFICE FURNITURE CO.
Leopold Co
MORVAL CORP.
(See Catalog Insert, Pages 97-100)
Myrtle Desk Co.
RISHEL, J. K., FURNITURE CO.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.

Desks (Card Record, Steel)

ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
Business Efficiency Aids
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
COLUMBIA STEEL EQUIPMENT CO.
General Fireproofing Co.
Globe-Wernicke Co.
INVINCIBLE METAL FURNITURE CO.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
Shaw-Walker Co.
Steelcase, Inc.
Watson Mfg. Co., Inc.
Yawman and Erbe Mfg. Co.

Desks (Charging)

(See Furniture, Library)

Desks (Check)

Add-A-Unit Partition Co.
JASPER OFFICE FURNITURE CO.
Michaels Art Bronze Co.
Newman Bros., Inc.
QUIGLEY FURNITURE CO.
Watson Mfg. Co.

Desks (Clerical, Steel)

ALL-STEEL EQUIPMENT INC.
ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BERGER MFG. DIV.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Dray Mfg. Co.
Durable Metal Products Co.
General Fireproofing Co.
Globe-Wernicke Co.
HASKELL, INC.
INVINCIBLE METAL FURNITURE CO.
ORNA-METAL, INC.
PEERLESS STEEL EQUIPMENT CO.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Western Mfg. Co.
Yawman and Erbe Mfg. Co.

Desks (Clerical, Wood)

Alma Desk Co.
Anderson Desk Mfg. Co.
ARNOT-JAMESTOWN DIVISION
Central Desk Mfg. Co.
Executive Furniture Co.
Great Lakes Furniture Co.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
(See Catalog Insert, Pages 111-112)
JASPER OFFICE FURNITURE CO.
Kenwood Corp.
Lehigh Furniture Corp.
Leopold Co.
MORVAL CORP.
(See Catalog Insert, Pages 97-100)
Myrtle Desk Co.
RISHEL, J. K., FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
Shelbyville Desk Co.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.
Worden Co.

◄ SEE PAGES 4 TO 21 FOR ADDRESSES; PAGES 291 TO 322 FOR TRADE NAMES ►

IDentify YOURSELF with Indiana Desks

. . . for Bigger Profit Pick-Up in 1955!

The Fleet Line Executive Conference Top Desk No. 1514½
Modern Efficiency — Streamline Beauty

Year in, year out, we IDentify top quality, attractive durable wood desks with this prIDemark of Indiana Desk craftsmanship. It's on every Indiana Desk. Also, it's in every Indiana Desk ad in the nation's leading business and executive magazines. We establish this important IDentity firmly in the minds of your prospects.

The only remaining part of the powerful sales plan is for YOU to IDentify yourself as the Indiana Desk Dealer at the point of purchase. Display them — you'll sell them! *That's* the "secret" to bigger desk volume and profits for 1955!

The Georgian Double Pedestal Executive Flat Top Desk No. 5013½
Exquisite Stump Walnut — Warmth and Richness

Left or Right Hand Secretarial Desk No. 1093
Sturdy Construction — Smooth Operation

The Sheraton Double Pedestal Executive Flat Top Desk No. 3013½
Classic Design — Architecturally Correct

Single Pedestal Teachers' Desk No. 2852X
Select Quality — High Grade Finish

WRITE TODAY FOR CATALOG AND COMPLETE INFORMATION

indiana desk co. JASPER INDIANA

MEMBER WOOD OFFICE FURNITURE INSTITUTE

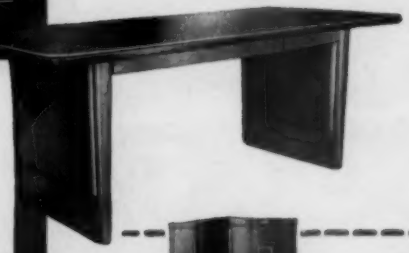
ALL-STEEL the complete line of Quality Office Equipment

ASE Desks in all types and sizes. Convertibility of tops and drawers reduces dealer inventory. Flat top desk, 60" x 30", shown.

Complete line of blueprint cabinets—a size for all standard size drawings.

Over 36 styles and sizes of Storage, Wardrobe and Combination Cabinets. 3485 Combination Cabinet shown.

6276 Panel Leg Table—Seven sizes of office and conference tables embodying the same modern design and convertability



5401 Four Drawer Filing Cabinet—a style and size to meet every requirement.

ASE Swivel, Side and Posture Chairs Modernly Designed. Styled for beauty, comfort and efficiency.

• Your customers—from the smallest office to the largest nation-wide business—will quickly appreciate the beauty and quality of ASE's Steel Office Equipment.

The continuing success of ASE is the result of many factors. The top quality of manufacture and design and the completeness of the line are just two of these factors.

Every unit in the line has quality features that ASE's engineers and designers have built in . . . features that your customers will recognize . . . features that you can sell.

- DESKS and TABLES
- FILING CABINETS
- UNIT ROBES
- STORAGE and WARDROBE CABINETS
- BLUEPRINT FILES
- BOOKCASES
- UTILITY RACK
- COUNTER SECTION EQUIPMENT
- CARD FILES
- KEY CABINETS
- CLOTHING LOCKERS
- OFFICE CHAIRS
- POSTURE CHAIRS

ALL-STEEL EQUIPMENT INC.

44 GRIFFITH AVENUE • AURORA, ILLINOIS

For the dealer who wishes to do a top job of luxuriously furnishing — in good taste.

For the dealer who wishes to build his prestige — to have the pleasure and honor of furnishing outstandingly beautiful offices.

Carlton-Surrey craftsmen, with years of creating, styling and manufacturing the best, offer their services. Yes all of us here at Carlton-Surrey stand ready to serve — with the eagerness and enthusiasm of those who fully enjoy their work, and revel in doing the unusual.

For the answer to
that tough assignment,
call or write

Carlton-Surrey Inc.

Makers of Fine Furniture

Exhibitors Building
Grand Rapids 2, Michigan

Executive Suite

5FC80 CONFERENCE 80 x 42

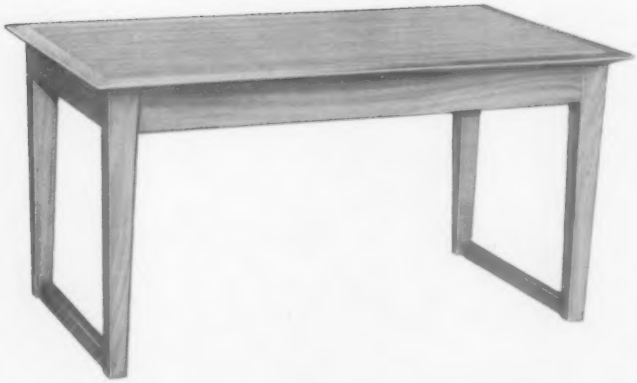
Executive Suite • Series 5

THE JASPER DESK COMPANY, JASPER, INDIANA

THE JASPER DESK COMPANY, JASPER, INDIANA

5DC68 DESK CONSOLE 68 x 20

5PC PHONE CONSOLE 26 x 20



5T80
80 x 42
no drawer

5T68
68 x 36
1 drawer

5T60
60 x 34
1 drawer

5ET END TABLE 26 x 20

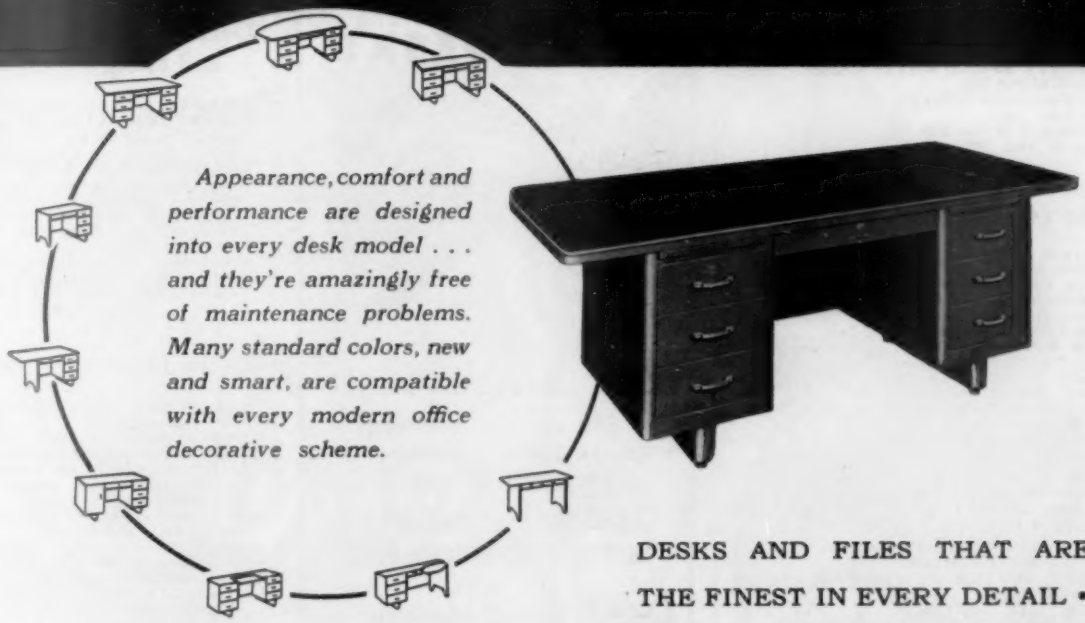
The Executive Suite is a modern island base group in the picture frame motif with all exterior surfaces of selected American Walnut.

All pieces except the end table are 29″ high. Available in a warm rich walnut finish and the subtle cool tone silver gray.

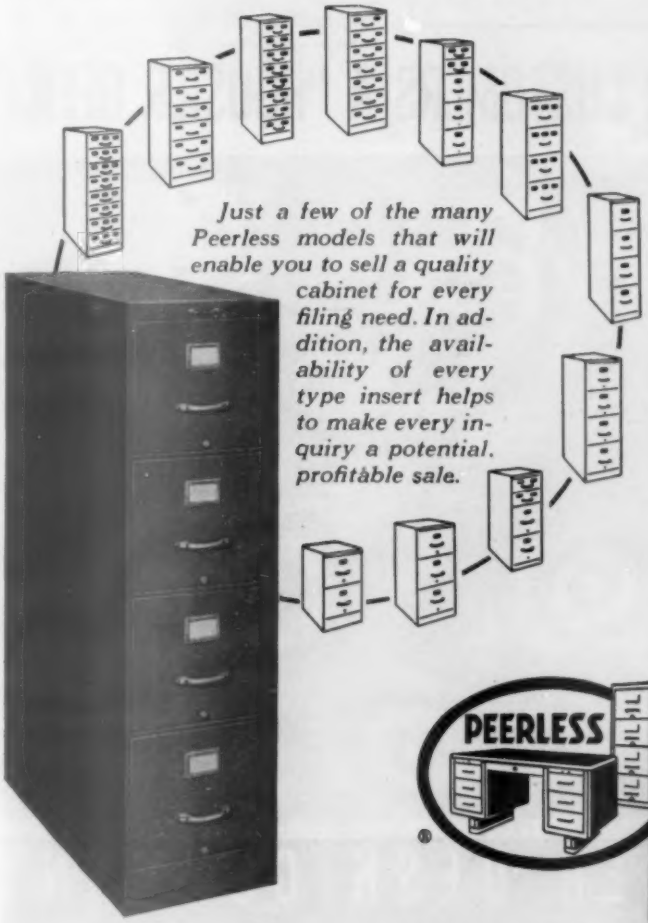
Not just a complete line - -

but a complete *QUALITY LINE* of metal office equipment

that's why dealers prefer the* PEERLESS *franchise



Appearance, comfort and performance are designed into every desk model . . . and they're amazingly free of maintenance problems. Many standard colors, new and smart, are compatible with every modern office decorative scheme.



Just a few of the many Peerless models that will enable you to sell a quality cabinet for every filing need. In addition, the availability of every type insert helps to make every inquiry a potential, profitable sale.

DESKS AND FILES THAT ARE THE FINEST IN EVERY DETAIL • WITH RUGGED CONSTRUCTION • STYLE LEADERSHIP • and models for every office requirement, plus unexpected long life. These are the important sales claims you can make when you sell under the Peerless franchise. They are selling factors that help to make the *big sales* . . . help to keep customers sold.

But—they are not claims alone . . . a close inspection, a thorough demonstration right on your show room floor will prove that great values and long-range economy are built into every model.

Why not investigate the Peerless franchise today.

PEERLESS®

PEERLESS
STEEL EQUIPMENT CO.
6600 Hasbrook Ave., Philadelphia 11, Pa.
New York • Chicago • Dallas • Los Angeles

Desks (Conference, Steel)

ALL-STEEL EQUIPMENT INC.
ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
Automatic File & Index Co.
BERGER MFG. DIVISION
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Dray Mfg. Co.
General Fireproofing Co.
Globe-Wernicke Co.
HASKELL, INC.
INVINCIBLE METAL FURNITURE CO.
ORNA-METAL, INC.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Steelcase, Inc.
WESTERN MFG. CO.
Yawman and Erbe Mfg. Co.

Desks (Conference, Wood)

Anderson Desk Mfg. Co.
ARNOT-JAMESTOWN DIVISION
Avalon Products, Inc.
CARLTON-SURREY, INC.
Central Desk Mfg. Co.
Donie Chair and Mfg. Co., Inc.
DORO MFG. CO.
Doten-Dunton Desk Co.
Executive Furniture Co.
Garland Furniture Co.
Great Lakes Furniture Co.
Haeger Desk Co.
Hanes Chair & Furniture Co., Inc.
Hiebert's, C., Cabinet & Fixture Co.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
(See Catalog Insert, Pages 111-112)
JASPER INDUSTRIES, INC.
JASPER OFFICE FURNITURE CO.
Kenwood Corp.
Lehigh Desk Co., Inc.
Lehigh Furniture Corp.
Leopold Co.
Miller, Herman, Furniture Co.

Dorset

PIONEERS
in
Small Sized
STEEL DESKS

save space . . . save money

★ DESKETTE JR. ★ DESKETTE SR.
★ SINGLE PEDESTAL ★ TYPIST
★ JUNIOR EXECUTIVE

THE HIGHEST QUALITY
IN THE LOW PRICED FIELD

Dorset STEEL EQUIPMENT CO.
2514 W. Dauphin St., Philadelphia 32, Pa.

MORVAL CORP.
(See Catalog Insert, Pages 97-100)
Myrtle Desk Co.
National Desk Co.
Remington Rand Inc.
RISHEL, J. K., FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
Shelbyville Desk Co.
Sloane, W. & J.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.
Wells Furniture Mfg. Co.
Worden Co.

Desks (Convertible, Storage and Filing)

ARNOT-JAMESTOWN DIVISION
ART STEEL SALES CORP.
BERGER MFG. DIVISION
Challenger Steel Products Corp.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
DORSET STEEL EQUIPMENT CO.
Durable Metal Products Co.
Hillside Metal Products, Inc.
Kenwood Corp.
Northwest Metal Products Co.
Sect-O-Desk Sales Corp.
STANDARD FURNITURE CO.

Desks (Executive, Steel)

ALL-STEEL EQUIPMENT INC.
Anderson-Hickey Co., Inc.
ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BENTSON MFG. CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Dixie Chrome Products, Div.
DORSET STEEL EQUIPMENT CO.
Dray Mfg. Co.
Durable Metal Products Co.

for faster easier selling— SHOW YOUR CUSTOMERS A "HOOSIER OFFICE"

"BUILT TRUE CLEAR THRU"

HOOSIER DESK COMPANY
JASPER • INDIANA

For that magic combination of design, quality and price . . .

Keep Standard in mind . . . the world's largest maker of Wood Office Furniture!

SEND FOR ILLUSTRATED FOLDERS showing the wide style and price ranges in furniture for executive and general offices crafted by Standard. See years ahead styling like that of Standard's famous Continental Group shown here.

See Standard's time-saving, space-saving modular arrangements. See the extra quality features and superb craftsmanship which, for 70 years, have given Standard its Cadillac reputation the world over.
You'll find that Standard Furniture is not inexpensive—but less expensive because of Standard's manufacturing know-how and volume.

Anyway you think of it, Standard offers you the finest value on the market today. Write for the facts—and see

STANDARD FURNITURE COMPANY, Herkimer, New York

Desks (Executive, Steel)

(Continued from page 114)

General Fireproofing Co.
Globe-Wernicke Co.
Harrison Steel Cabinet Co.
HASKELL, INC.
Hillside Metal Products, Inc.
INVINCIBLE METAL FURNITURE CO.
ORNA-METAL, INC.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Steelcase, Inc.
WESTERN MFG. CO.
Yawman and Erbe Mfg. Co.

Desks (Executive, Wood)

Alma Desk Co.
Anderson Desk Mfg. Co.
ARNOT-JAMESTOWN DIVISION
Avalon Products, Inc.
CARLTON-SURREY, INC.
Central Desk Mfg. Co.
Donie Chair and Mfg. Co., Inc.
DORO MFG. CO.
Doten-Dunton Desk Co.
Executive Furniture Co.
Garland Furniture Co.
Gillespie Furniture Co.
Great Lakes Furniture Co.
Haeger Desk Co.
Hamilton Desk Co.
Hanes Chair & Furniture Co., Inc.
Hiebert's, C., Cabinet & Fixture Co.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
(See Catalog Insert, Pages 111-112)
JASPER INDUSTRIES, INC.
JASPER OFFICE FURNITURE CO.
Kenwood Corp.
Latavia Furniture Mfg. Co.
Lehigh Desk Co., Inc.
Lehigh Furniture Corp.
Leopold Co.
Miller, Herman, Furniture Co.
MORVAL CORP.
(See Catalog Insert, Pages 97-100)
Myrtle Desk Co.
National Desk Co.
Raymond Co., Inc.
Remington Rand Inc.
RISHEL, J. K., FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
Shelbyville Desk Co.
Sloane, W. & J.
Spence Furniture Co.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.
Tell City Desk Co.
Wells Furniture Mfg. Co.
Worden Co.

Desks (Factory, Foreman's)

Anderson Desk Mfg. Co.
Angle Steel, Inc.
ART STEEL SALES CORP.
BERGER MFG. DIVISION
Cline, K. F., Co., Inc.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
DORSET STEEL EQUIPMENT CO.
Fort Steuben Metal Products Co.
General Fireproofing Co.
HASKELL, INC.
HOOSIER DESK CO.
Interior Steel Equipment Co.
JASPER OFFICE FURNITURE CO.
LYON METAL PRODUCTS, INC.
QUIGLEY FURNITURE CO.
Royal Metal Mfg. Co.
STANDARD FURNITURE CO.
Supreme Steel Products, Inc.
Yawman and Erbe Mfg. Co.

Desks (Fanfold)

(See Desks, Billing Machine)

Desks (Key Punch)

Duro Consolidated, Inc.
Monarch Metal Products, Inc.
Tab Products Co.
Wright Line, Inc.

Desks (Machine Bookkeeping, Steel)

ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
General Fireproofing Co.
INVINCIBLE METAL FURNITURE CO.
LeFebure Corp.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
Shaw-Walker Co.

Desks (Receptionists, Metal)

ALL-STEEL EQUIPMENT INC.
ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
BERGER MFG. DIVISION
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Dixie Chrome Products, Div.
Dray Mfg. Co.
Durable Metal Products Co.
Futuramic Steel Products Corp.
General Fireproofing Co.
Globe-Wernicke Co.
HASKELL, INC.
H-O-N Co., The
INVINCIBLE METAL FURNITURE CO.
ORNA-METAL, INC.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
WESTERN MFG. CO.
Yawman and Erbe Mfg. Co.

Desks (Receptionists, Wood)

Anderson Desk Mfg. Co.
ARNOT-JAMESTOWN DIVISION
CARLTON-SURREY, INC.
Central Desk Mfg. Co.
Donie Chair and Mfg. Co., Inc.
DORO MFG. CO.
Doten-Dunton Desk Co.
Garland Furniture Co.
Great Lakes Furniture Co.
Hanes Chair & Furniture Co., Inc.

the line of most assistance

BENTSON
STEEL OFFICE FURNITURE

Style Line

Steel desks

featuring exclusive "PERMA-HUSH" construction . . . designed to give lifetime operation for office efficiency. A complete range of styles and sizes for the ultimate in flexibility and planning.
The 6000 SERIES has modern rolled edge top with stainless steel trim. The same desk models available in EXECUTIVE 9000 SERIES with conference type overhang tops, and the new 2000 SERIES with square-edge tops for space saving requirements. Companion telephone cabinets, credenzas and book cases in matching design.

Top-Flite

Steel filing cabinets that are truly Grade A! 3200 SERIES has exceptionally heavy gauge construction for lasting, trouble-free performance, smooth quiet drawer operation. A complete line to answer any filing need, including counter arrangements.

2300 SERIES, identical with 3200 SERIES, but without thumb latch.

Write for full details.

BENTSON — THE BENTSON MANUFACTURING CO. — AURORA ILLINOIS

The BENTSON MANUFACTURING COMPANY
AURORA, ILLINOIS

Handsomely finished . . . 5 standard colors, plus grained finishes.

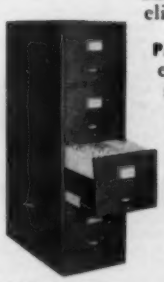
NEW CENTURY DESKS

● From the smallest office requirement to company-wide needs of the nation's largest businesses, the demand for office efficiency can best be met with Art Metal equipment and systems. Here they are . . . all in one place . . . all exhibiting Art Metal's long experience in their design, engineering, utility and dependability . . . *conveniently yours.*

ONE STOP CONVENIENCE . . . when office efficiency heads your shopping list

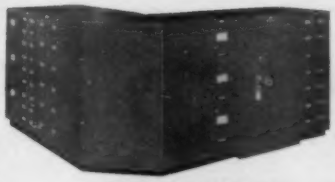
ALUMINUM OFFICE CHAIRS

PACESETTER DESKS



FILES AND SPEED FILES

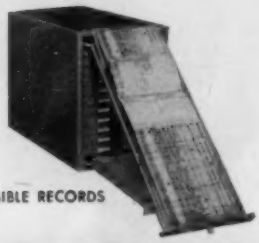
MODULAR EL-UNITS



COUNTER-HEIGHT FILES

BOOKCASES, BOOK UNITS

PLANFILES



POSTINDEX VISIBLE RECORDS

NEW CENTURY DESKS —*"Built for Action, Styled for Leadership"*— Complete in executive and general office styles and sizes, each planned and built to eliminate waste motion and reduce fatigue.

PACESETTER DESKS are handsomely styled and engineered to bring top efficiency to every work station in the general office.

ALUMINUM OFFICE CHAIRS in executive, clerical and stenographic models including special posture models. Durable construction and smart appearance join with Correct Seating in this newest Art Metal line.

LETTER AND CAP FILES — superheight 5-drawer, standard 4-drawer, counter-height 3-drawer and desk-height 2-drawer models in the Director and Commercial grades.

CARD RECORD AND GENERAL FILES in all heights and sizes, including widesections and halfsections, to fit every need.

SPEED-FILES — 15% more filing capacity, 33% more filing speed. The new revolutionary Art Metal Speed-File, with automatic expansion. Folders lay back in normal filing position automatically.

MODULAR STEEL EL-UNITS bring a new concept of office space economy by saving up to 33⅓% in floor area per work station. Seven different work tops, six cabinet units, extensive matching accessories to fit specific work conditions. Varying panel arrangements afford privacy.

COUNTER-HEIGHT FILES — Everything for the business or institutional counter . . . letter and cap files, card index files, cupboards, roller shelf cases, tops or posting desks with knee space, gates, etc. Steel or Artolin tops.

PLANFILES — An Art Metal exclusive for vertical filing of architectural and engineering plans. Simplifies filing problems for architect and engineer.

Also complete lines to meet every office requirement in BOOKCASES AND BOOK UNITS . . . POSTINDEX VISIBLE RECORD SYSTEMS . . . WABASH FILING SUPPLIES AND SYSTEMS.

See the Classified Telephone Directory for your Art Metal representative, or write Art Metal Construction Company, Jamestown 16, New York.

"There's an **Art** *to Office Efficiency"*

Art Metal
Jamestown, New York
U·S·A

For 65 years the symbol of the finest in business equipment and systems

Desks (Receptionists, Wood)

(Continued from page 116)

HOOSIER DESK CO.
Huntington Chair Corporation
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
(See Catalog Insert, Pages 111-112)
JASPER OFFICE FURNITURE CO.
Kenwood Corp.
Lehigh Desk Co., Inc.
Lehigh Furniture Corp.
Leopold Co.
MURPHY-MILLER, INC.
Myrtle Desk Co.
Remington Rand Inc.
RISHEL, J. K., FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
Shelbyville Desk Co.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.
Wells Furniture Mfg. Co.
Worden Co.

Desks (Salesman's, Steel)

ALL-STEEL EQUIPMENT INC.
ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
BERGER MFG. DIVISION
Challenger Steel Products Corp.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Dixie Chrome Products, Div.
DORSET STEEL EQUIPMENT CO.
Dray Mfg. Co.
Durable Metal Products Co.
Futuramic Steel Products Corp.
Geller, J. R., Co.
General Fireproofing Co.
Globe-Wernicke Co.
HASKELL, INC.
H-O-N Co., The
INVINCIBLE METAL FURNITURE CO.
NU-CRAFT PRODUCTS CO.
ORNA-METAL, INC.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
Royal Metal Mfg. Co.
Sect-O-Desk Sales Corp.
SECURITY STEEL EQUIPMENT CORP.
Steel Furniture Mfg. Co.
Steelcase, Inc.
WESTERN MFG. CO.
Yawman and Erbe Mfg. Co.

Desks (Salesman's, Wood)

Anderson Desk Mfg. Co.
ARNOT-JAMESTOWN DIVISION
Avalon Products, Inc.
CARLTON-SURREY, INC.
Central Desk Mfg. Co.
Donie Chair and Mfg. Co., Inc.
DORO MFG. CO.
Doten-Dunton Desk Co.
Executive Furniture Co.
Flewelling, L. C., Co.
Great Lakes Furniture Co.
Hanes Chair & Furniture Co., Inc.
HOOSIER DESK CO.
Huntington Chair Corporation
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
(See Catalog Insert, Pages 111-112)
JASPER INDUSTRIES, INC.
JASPER OFFICE FURNITURE CO.
Kenwood Corp.
Latavia Furniture Mfg. Co.
Lehigh Desk Co., Inc.
Lehigh Furniture Corp.
Leopold Co.
Myrtle Desk Co.
MORVAL CORP.
(See Catalog Insert, Pages 97-100)
QUIGLEY FURNITURE CO.
Remington Rand Inc.
RISHEL, J. K., FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
Shelbyville Desk Co.
Spence Furniture Co.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.
Wells Furniture Mfg. Co.
Worden Co.

Desks (Transcribing, Metal)

ALL-STEEL EQUIPMENT INC.
ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Dray Mfg. Co.
General Fireproofing Co.
Globe-Wernicke Co.
HASKELL, INC.
INVINCIBLE METAL FURNITURE CO.
PEERLESS STEEL EQUIPMENT CO.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steelcase, Inc.
Yawman and Erbe Mfg. Co.

Desks (Transcribing, Wood)

ARNOT-JAMESTOWN DIVISION
Hanes Chair & Furniture Co., Inc.
JASPER DESK CO.
(See Catalog Insert, Pages 111-112)
JASPER OFFICE FURNITURE CO.
Kenwood Corp.
Myrtle Desk Co.
STANDARD FURNITURE CO.

Desks (Typewriter, Steel, Drophead)

ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
General Fireproofing Co.
ORNA-METAL, INC.
Remington Rand Inc.
Shaw-Walker Co.

Desks (Typewriter, Steel, Fixed-Bed)

ALL-STEEL EQUIPMENT INC.
ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
BENTSON MFG. CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Dixie Chrome Products Div.
Dray Mfg. Co.

Handsome, Low-Priced Island Desks

For Top Value—Gear your Sales to this Volume Line for Increased Profits!

Seng Mechanism

FEATURES

- Full 1¼" top
- File Drawer
- ¼" Panels
- All Oak Interior—Plain Oak-Gumwood
- Center Drawer Lock
- Raising & Lowering Devices

available in

Walnut • Mahogany • Oak

Item No.		Size	Approx Wt.	List Pr.
6032 IG	Flat Top	60" x 32"	190 Lbs.	$133.90
6032 IGT	Secretarial	60" x 32"	190 Lbs.	153.90
7539 IG	Overhanging Flat Top	75" x 39"	220 Lbs.	157.90

Write for Literature on our Complete Line of
DESKS — TABLES — COSTUMERS

DORO **manufacturing company**

220 Institute Place • Chicago 10, Illinois

wherever office desks are used . . .

there's the *Right* JACKSON DESK to do the *Job!*

The OFFICE MASTER No. F1765 in an executive office

Write for YOUR copy of this interesting booklet —without obligation or cost. It can mean increased furniture sales and increased profits to you.

In the modern tempo, the Office Master Group of JACKSON DESKS harmonizes with the sleek efficiency of modern office decoration and design. There is an Office Master Desk for practically every need in business . . . each unit whether for executive or secretarial use offers the utmost in comfort and utility. Just a few of the many features are: Handy file drawers, Convenient drawer interiors, Easy to open drawers, Splinterproof posts, Special typewriter pedestal adjustment, Rounded corners, Plenty of knee space, etc. Write for the new JACKSON DESK CATALOG NO. 50 showing the complete line.

JASPER OFFICE FURNITURE CO.

JASPER, INDIANA

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Marion V. Follin—220 Fairbank Road, Riverside, Ill.
George B. Wray—130 W. 42nd St., Rm. 819, New York City
J. A. Wallace, Jr.—5732 Speedway Dr., Indianapolis, Ind.
L. H. McDaniel—1414 W. Tucker St., Fort Worth, Tex.
Fred P. Brouwer—741 Laurel Street, Longmeadow, Mass.
K. R. Baker—4529 S. Fairview, Downers Grove, Ill.
D. T. Ryce—P. O. Box 135, Orange Park, Fla.
O. A. Gregory—2402 Curtis St., Rm. 201, Denver, Colo.
R. C. Maynard—7649 Tomahawk Rd., Overland Park, Kans.

◄ SEE PAGES 4 TO 21 FOR ADDRESSES; PAGES 291 TO 322 FOR TRADE NAMES ►

take your pick!

THE DIPLOMAT
No. 1100—72" x 40" Wal. F. T.
No. 1101—66" x 36" Wal. F. T.

Yes, you can take your pick since there is a RISHEL DESK for every office need.

SIX COMPLETE GROUPINGS

Your selection will not only fill the need but will be pleasing to the eye and give years of service-free operation—creating goodwill for you with your customer.

The Rishel Desks are made by a company with nearly a century of experience in manufacturing quality furniture with two modern factories to give you the quality and service you desire.

EXECUTIVE
No. 1004—66" x 36" Wal.

Inquiries for quotations on special contract work invited.

Write for information today

THE MODERN
No. 1804—45" x 30" Recept.

PROFESSIONAL
No. 1701—60" x 34" Wal. F. T.

COMMERCIAL
No. 901—60" x 34" Oak F. T.

ULTRA-MODERN
No. 1900—58" x 30" Wal.
No. 1901—66" x 36" Wal.

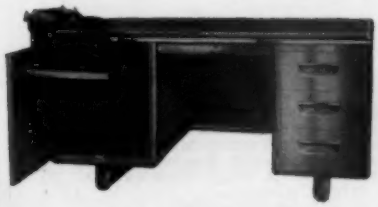
J. K. RISHEL FURNITURE COMPANY
WILLIAMSPORT, PENNA.

Model 150 Posture Arm Swivel Chair

Model 3060 Plastite Top Double Pedestal Desk

Model 58 Stenographic Aluminum Posture Chair

Model 95 Side Arm Chair



Model 3160-L Plastite Top Secretarial Desk

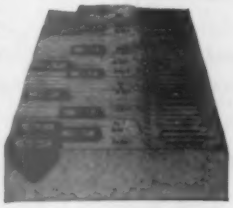
SPELLED OUT IN PICTURES...

Two, Three, Four, and Five Drawer Files available in two grades — Glider and B grade

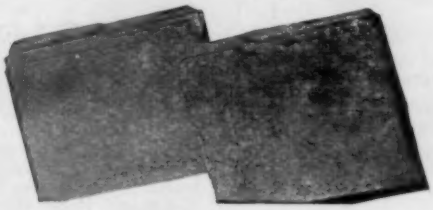
more sales through the complete Browne-Morse line

For information on Browne-Morse's complete line of desks, chairs, files, and filing supplies write for Catalog 53 and Catalog No. 51-S.

Simplex Index



Manila Folders



Pressboard Folders

Browne-Morse COMPANY
MUSKEGON, MICHIGAN

ARCHITECTS OF EFFICIENCY FOR AMERICA'S OFFICES

Desks (Typewriter, Steel, Fixed-Bed)

(Continued from page 118)

Futuramic Steel Products Corp.
General Fireproofing Co.
Globe-Wernicke Co.
HASKELL, INC.
Hillside Metal Products, Inc.
INVINCIBLE METAL FURNITURE CO.
ORNA-METAL, INC.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Steelcase, Inc.
Yawman and Erbe Mfg. Co.

Desks (Typewriter, Steel, Side Pedestal)

ALL-STEEL EQUIPMENT INC.
Anderson-Hickey Co., Inc.
ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
BENTSON MFG. CO.
BERGER MFG. DIV.
BROWNE-MORSE CO.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
DORSET STEEL EQUIPMENT CO.
Dray Mfg. Co.
General Fireproofing Co.
Globe-Wernicke Co.
HASKELL, INC.
INVINCIBLE METAL FURNITURE CO.
ORNA-METAL, INC.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
WESTERN MFG. CO.
Yawman and Erbe Mfg. Co.

Desks (Typewriter, Wood, Drophead)

Alma Desk Co.
ARNOT-JAMESTOWN DIVISION
DORO MFG. CO.
Hanes Chair & Furniture Co., Inc.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
(See Catalog Insert, Pages 111-112)
JASPER OFFICE FURNITURE CO.
Lehigh Desk Co., Inc.
Leopold Co.
Myrtle Desk Co.
National Desk Co.
RISHEL, J. K., FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
Shelbyville Desk Co.
STANDARD FURNITURE CO.
Worden Co.

Desks (Typewriter, Wood, Fixed-bed)

Alma Desk Co.
ARNOT-JAMESTOWN DIVISION
Avalon Products, Inc.
CARLTON-SURREY, INC.
Central Desk Mfg. Co.
Donie Chair and Mfg. Co., Inc.
Executive Furniture Co.
Great Lakes Furniture Co.
Hanes Chair & Furniture Co., Inc.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
(See Catalog Insert, Pages 111-112)
JASPER OFFICE FURNITURE CO.
JASPER TABLE CO., INC.
Leopold Co.
MORVAL CORP.
(See Catalog Insert, Pages 97-100)
Myrtle Desk Co.
QUIGLEY FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.
Wells Furniture Mfg. Co.
Worden Co.

Desks (Typewriter, Wood, Side Pedestal)

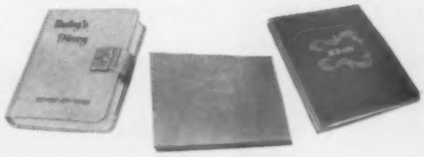
Alma Desk Co.
Anderson Desk Mfg. Co.

a money-maker for more than a century

the STANDARD DIARY Line

With the complete line of Standard Diaries and Appointment Books, you can meet any demand for a Memory Help. There are more than 100 Standard dated and undated books for commercial and home use . . . including Standard's famous "Daily Reminder", both bound and loose leaf.

for year-round profits



Baby's diaries and photo books; guest books and trip books in bindings to match 5-year diaries . . . these always-in-demand items provide steady sales throughout the year.

Send for catalog

STANDARD DIARY

122 East 23rd St. — DIVISION OF WILSON JONES — New York 10 New York

For all the benefits of stocking WJ products, see Wilson Jones two-page advertisement elsewhere in this book.

ARNOT-JAMESTOWN DIVISION
Avalon Products, Inc.
Central Desk Mfg. Co.
Donie Chair and Mfg. Co., Inc.
DORO MFG. CO.
Doten-Dunton Desk Co.
Executive Furniture Co.
Great Lakes Furniture Co.
Hanes Chair & Furniture Co., Inc.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
(See Catalog Insert, Pages 111-112)
JASPER OFFICE FURNITURE CO.
JASPER TABLE CO., INC.
Kenwood Corp.
Lehigh Desk Co., Inc.
Lehigh Furniture Corp.
Leopold Co.
MORVAL CORP.
(See Catalog Insert, Pages 97-100)
Myrtle Desk Co.
National Desk Co.
RISHEL, J. K., FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
Shelbyville Desk Co.
Spence Furniture Co.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.
Wells Furniture Mfg. Co.
Worden Co.

Desks (Utility, Metal)

ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
BERGER MFG. DIVISION
Cadillac Office Equipment
Cline, K. F., Co., Inc.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Dixie Chrome Products, Div.
DORSET STEEL EQUIPMENT CO.
Durable Metal Products Co.
Filex Steel Products, Inc.
Futuramic Steel Products Corp.
HASKELL, INC.
Hillside Metal Products, Inc.
MEILINK STEEL SAFE CO.
NU-CRAFT PRODUCTS CO.
ORNA-METAL, INC.
Remington Rand Inc.
Yawman and Erbe Mfg. Co.

Diaries

American Binder Co.
Bert Mfg. Co.
BOORUM & PEASE CO.
Charm Products Mfg. Corp.
Emery Book Co.
Freeman, E. L., Co.
Garrett & Massie, Inc.
General Diaries Corp.
Hall, J. C., Co.
Knickerbocker Leather & Novelty Co., Inc.
Lefax
Nascon Products Division
National Blank Book Co.
Ready Reference Publishing Co.
REDI-RECORD PRODUCTS CO.
Rumpp, C. F., & Sons
Sapphire Products
Shank Leather Goods Co.
STANDARD DIARY CO.
Stationers Guild of America
Stationers Specialty Corp.
Ward, Samuel, Mfg. Co.
WILSON JONES CO.
Wilson Memindex Co.
Winston, John C., Co.

Dictating Machine Inverters

AMERICAN TELEVISION & RADIO CO.

Dictating Machine Supplies (Cylinders, Wax)

AMERICAN DICTATING MACHINE CO. INC.
Chicago Dictating Machine Co.
Dictaphone Corp.
Edison, Thomas A., Inc.
Standard Record Co.

Dictating Machine Supplies (Discs, Plastic)

AMERICAN DICTATING MACHINE CO. INC.
Edison, Thomas A., Inc.

DICTATE REPORTS ACCURATELY-PROMPTLY!

make your car, boat or plane a "rolling office" with ATR INVERTERS

for changing your storage battery current to A.C. Household ELECTRICITY Anywhere ... in your own car!

mounted out of sight under dash or in trunk compartment!

EASY TO INSTALL
EASY TO OPERATE

ATR INVERTERS especially designed for operating standard 110 volt A. C. . . .

- TAPE RECORDERS
- DICTATING MACHINES
- WIRE RECORDERS
- ELECTRIC RAZORS

for

- EXECUTIVES
- OUTDOOR MEN
- SALESMEN
- REPORTERS
- PUBLIC OFFICIALS
- FIELD INSPECTORS
- POLICEMEN
- DOCTORS
- FIREMEN
- LAWYERS, ETC.

See your jobber or write factory

√NEW MODELS "A" Battery Eliminators, √NEW DESIGNS DC-AC Inverters, √NEW LITERATURE Auto Radio Vibrators

ATR AMERICAN TELEVISION & RADIO CO.
Quality Products Since 1931
SAINT PAUL 1, MINNESOTA, U. S. A.

Gray Mfg. Co.
Magnetic Recording Industries
SoundScriber Corp.
Standard Record Co.

Dictating Machine Supplies (Plastic Belts)

Comptometer Dictation Division
Dictaphone Corp.
Miles Reproducer Co., Inc.
Peirce Dictation Systems Corp.

Dictating Machine Supplies (Tapes, Films)

AMERICAN DICTATING MACHINE CO., INC.
Miles Reproducer Co., Inc.
Minnesota Mining & Mfg. Co.
Peirce Dictation Systems Corp.
Pentron Corp.

Dictating Machine Supplies (Wire Spools)

AMERICAN DICTATING MACHINE CO., INC.
Peirce Dictation Systems Corp.
Permo, Inc.
Recordit Corporation, Div.

Dictating Machines (Battery Operated)

Amplifier Corp. of America (Tape)
Ectro, Inc. (Tape)
Magnetic Recording Industries (Tape)
Miles Reproducer Co., Inc. (Plastic Belt)

Dictating Machines (Cylinder)

Chicago Dictating Machine Co.
Dictaphone Corp.
Edison, Thomas A., Inc.
O T A Business Machines Division

Dictating Machines (Disc)

AMERICAN DICTATING MACHINE CO., INC.
Bell Sound Systems, Inc.
Brush Electronics Co.
Edison, Thomas A., Inc.
Gray Mfg. Co.
Magnedisk, Inc.
Magnetic Recording Industries
SoundScriber Corp.

Dictating Machines (Plastic Belt)

Comptometer Dictation Division
Dictaphone Corp.
Miles Reproducer Co., Inc.
Peirce Dictation Systems Corp.

Dictating Machines (Rebuilt)

AMERICAN DICTATING MACHINE CO., INC.
International Office Appliances, Inc.

Dictating Machines (Tape, Film)

AMERICAN DICTATING MACHINE CO., INC.
Bell Sound Systems, Inc. (Tape)
Brush Electronics Co. (Tape)
Dictaphone Corp.
Elcor, Inc. (Tape)
Magnetic Recording Industries (Tape)
Miles Reproducer Co., Inc. (Film)
O T A Business Machines Division
Peirce Dictation Systems Corp.
Pentron Corp. (Tape)
Scribe Corp. (Tape)
Webster-Chicago Corp. (Tape)
Webster Electric Co. (Tape)

Dictating Machines (Wire)

AMERICAN DICTATING MACHINE CO., INC.
Peirce Dictation Systems Corp.
Pentron Corp.
Recordit Corporation, Div.
Standard Business Machines Mfg. Co.
Webster-Chicago Corp.

NEW Rex Recorder with Miracle Magic Eraser

ELIMINATE SCRATCHY DICTATING NEEDLE

The Finest Dictating Machine Made Today!

REX RECORDER'S Magnetic Dictating (no needle) principle saves you hundreds of dollars each year . . . costs less . . . and is so simple to operate.

Write for complete details

VALUABLE TERRITORIES ARE OPEN FOR AGGRESSIVE DEALERS

Famous since 1923 for our Quality Rebuilts and Slightly Used Dictating Machines

- DICTAPHONES
- EDIPHONES
- GRAY AUDOGRAPHS
- SOUNDSCRIBERS

also tape and wire recorders

SERVICE CONTRACTS
CLEARTONE CYLINDERS
TESTED SUPPLIES
ALL ACCESSORIES

AMERICAN Dictating Machine Co.
65 Madison Avenue
New York 16, N. Y.
MUrray Hill 4-3554

Exclusive National Distributors of the fabulous REX RECORDER.

MERRIAM-WEBSTER DICTIONARIES

Should Be In Every Well-Equipped Office

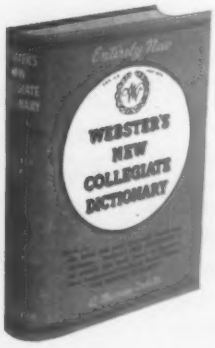
WEBSTER'S NEW INTERNATIONAL DICTIONARY, SECOND EDITION

For general office reference on every conceivable subject. 600,000 entries.

No. 1	Buff Buckram	$35.00
No. 2	Tan Fabrikoid	39.50
No. 3	Two-volume	39.50
No. 5	India-paper	42.50
No. 6	India-paper	49.50

WEBSTER'S NEW COLLEGIATE DICTIONARY

For greater office efficiency, a copy should be on the desk of every secretary, stenographer, and typist. 125,000 entries.



No. 8	Tan Cloth	$5.00
No. 9	Blue Linen	6.00
No. 10	Red Fabrikoid	7.50
No. 11	Black Leather	10.00
No. 12	Blue Pigskin	12.50
No. 13	Tan Pigskin	12.50

Write or wire for complete information on this extensively advertised line. Numerous free selling aids available.

G. & C. MERRIAM COMPANY

Springfield 2, Massachusetts

Dictionaries

Doubleday & Co., Inc.
Funk & Wagnalls Co.
Laird & Lee, Inc.
MERRIAM, G. & C., CO.
Random House, Inc.
Scott, Foresman & Co.
Winston, John C., Co.
World Publishing Co.

Dictionary Stands

(See Stands, Dictionary)

Diploma Covers

(See Covers, Diploma)

Diplomas (Blank)

Ames & Rollinson
Brown & Bigelow
Goes Lithographing Co.
Stauder Engraving Co.

Dip-Reservoir Pen Desk Sets

(See Desk Sets, Dip-Reservoir Pen)

use the handy

INQUIRY-CARDS

bound just inside the back cover for further information from advertisers in this directory.

NO POSTAGE NEEDED

The Service Bureau of OFFICE APPLIANCES will gladly process your requests.

BEST BUYS IN TAPE MACHINE HISTORY

LIPTON FLASH BRUSH SEALER

1½" Tape

- Removable Water Box
- 1 Piece Body
- Brush Wetting

$5.95 Retail

Models for 3" Tape

Lightning - Brush	$9.85
Lightning - Roller	8.85
Economy - Brush	7.95

Guides Prevent Tape-Wobbling or Unravelling. Heavy Duty Bodies.

LIPTON WALTERS AUTOMATIC

New 1½" Tape Sealer

Model 60

Press Handle

$16.95 Retail

REVOLUTIONARY
Cuts Competitors Price Almost ½
RUST PROOF — NEEDS NO OILING
Measures—Wets—Cuts and Ejects up to 7"—1 Stroke

LIPTON SENIOR AUTOMATIC

3" Tape Sealer

- Heavy Duty
- Stainless Cutter
- 2 Brush Wetting
- Tape Length Control Meter

$39.95 Retail

Automatically Measures, Wets, Cuts, Ejects Tape up to 36"—Each Pull. Side Bottle Maintains Water Level in Large Tank.

LIPTON CELLO DISPENSER

For Cellophane or Pressure Tapes

- Economy Meter Measures & Ejects Up to 4" Each Press
- Tape Slitter Attachment Splits tape in ½ Lengthwise, Ejects 2 Pieces —Each Press

$8.95 Retail

With Tape Splitter $9.95

All Models Modern Hammertone Grey

FREE TRIALS ON ABOVE

LIPTON MFG. CO.
52 W. Houston St., New York, N.Y.

MAYLINE

MAYLINE *Drafting Furniture and Equipment*

4-POST TABLE "B" COMBINAT ON

METAL PLAN FILE WITH DUST COVER

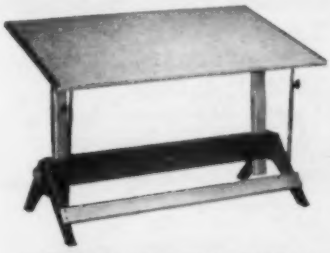
"C" TABLE WITH AUXILIARY UNIT

PLAN FILE AND DRAWER UNITS

TABLE WITH "E" DRAWER UNITS

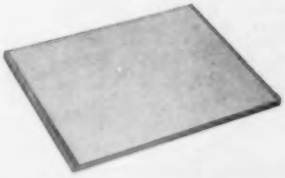
TABLE WITH "F" DRAWER UNITS

MASTER DRAWING TABLE

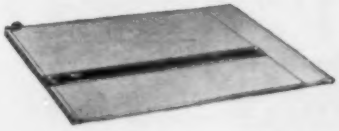


V-MODEL DRAWING TABLE

STANDARD DRAWING TABLE

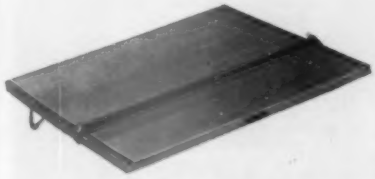


METAL-EDGE DRAWING BOARD



PARALLEL RULING STRAIGHTEDGE

SWIVEL-HEAD T-SQUARE



PROFESSIONAL DRAWING KIT

For low price, consistent quality, high profit items investigate and stock Mayline products.

WRITE FOR CATALOG 8-A

MAYLINE COMPANY INC.

615 NO. COMMERCE ST.—SHEBOYGAN, WISC.

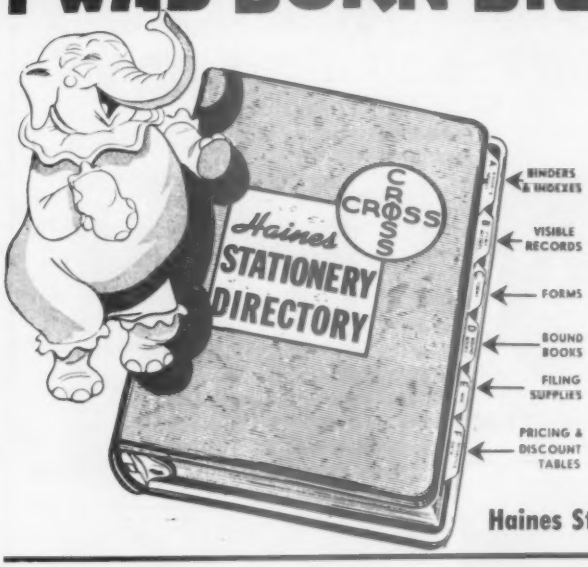
MAYLINE

MAYLINE

MAYLINE

MAYLINE

I WAS BORN BIG . . . I'm the HAINES STATIONERY DIRECTORY!



I contain complete information on the products of all the major manufacturers of stationery items.

I'll prove to be the best sales-aid you've ever had, and you'll never miss a sale when you're faced with the questions of . . . WHAT IS IT? WHO MAKES IT? WHAT CAN I SUBSTITUTE FOR IT?

NOW anyone can identify a product and indicate his own comparative item . . . on the spot. I'm of great help in the store and with outside salesmen. Profusely illustrated, I index alphabetically by name, numerically by product, show all manufacturers comparative items impartially.

I'm sold on a low-cost annual basis with additions and revisions issued monthly. I'll come to you on a 10 day Free Trial for examination. Send for me today, look me over.

Haines Stationery Directory HAINES PUBLISHING CO., CANTON, OHIO

Directories (Comparative Products, Cross Reference)

HAINES PUBLISHING CO.

Directory Boards (Changeable Letter)

ACME BULLETIN & DIRECTORY BOARD CORP.
Clark, R. W., Mfg. Co.
Clark, W. L., Co., Inc.
DAVENPORT, A. C., & SON, INC.
Tablet & Ticket Co.

Directory Boards (Name Strips)

ACME BULLETIN & DIRECTORY BOARD CORP.
Clark, W. L., Co., Inc.

Dispensers (Adhesive)

Carter's Ink Co., The
Cole, H., Co.
Craftint Mfg. Co.
Diamond Ink & Adhesive Co.
GLUE-FAST EQUIPMENT CO., INC.
Glu-Pen Corp. (Glue, in Pencil Form)
IDL MFG. & SALES CORP.
Melind, Louis, Co.
MONET CO.
Sanford Ink Co.
Stratford Pen Corp.
Union Rubber & Asbestos Co.

Dispensers (Gummed Tape, Sealing)

Better Packages, Inc.
Botts Mfg. Co.
Derby Sealers, Inc.
Diagraph-Bradley Industries, Inc.
Dry-Tab Package Sealer Co., Inc.
Ever Ready Label Corp.
Gummed Tape & Devices Co.
Hummel, A. C., Co.
Hyman, L., & Sons
Ideal Stencil Machine Co.
LIPTON MFG. CO., INC.
MARSH STENCIL MACHINE CO. (ELECTRIC)
METAL SPECIALTIES MFG. CO.
Nashua Package Sealing Div.
Package Ad & Sealer Co.
Seymour Products Co.

Dispensers (Label)

Archer Label Co.
Avery Adhesive Label Corp.
Better Packages, Inc.
Derby Sealers, Inc.
LIPTON MFG. CO., INC.
Salsbury Corp.

Dispensers (Paper Cup)

(See Cups and Dispensers, Paper)

Dispensers (Paper Towel)

(See Paper Towels and Dispensers)

Dispensers (Pressure-Sensitive Tape)

Abco Plastic & Supply Co.
BAUMGARTEN, FRED
Better Packages, Inc.
DENNISON MFG. CO.
Derby Sealers, Inc.
Gummed Tape & Devices Co.
LIPTON MFG. CO., INC.
Minnesota Mining & Mfg. Co.
Penn Tape Savers
Perma Products Co.
Permacel Tape Corp.
Tape Mark Co.
Tapex Corp.
Trig-A-Tape Corp.
Vickery Tape & Machine Co., Inc.

Dispensers (Soap)

(See Soap and Dispensers)

Dispensers (Stamp)

Aqua Sportsman, Inc.
MAYFAIR CO.
Northmore's
OFFICE ACCESSORIES CORP.
Originals Co.
Pen-N-Pencil Co.
Salsbury Corp.
Wagner, Walter, Corp.

Display Cases

(See Fixtures, Store, Showcases)

Display Clips, Hooks

(See Clips, Display)

Display Racks and Stands

(See Fixtures, Store, Display Racks and Stands)

Distributors (Desk Work)

(See Work Distributors)

Distributors (Envelope, Letter, Statement)

All Purpose Metal Equipment Corp.
Artistic Desk Pad & Novelty Co.
Hoffman, L.
MAYFAIR CO.
OSCO STATIONERY CO.
Regina Metal Products Corp.

Distributors (Mail)

(See Bags, Mail, Office Distributing)

Dividers (File Drawer)

(See File Drawer Dividers)

Document Files

(See Files, Document)

Drafting Equipment (Drafting Machines)

Bruning, Charles, Co., Inc.
Elliott, B. K., Co.
Keuffel & Esser Co.
Post, Frederick, Co.
Replogle Globes, Inc.
V. & E. Mfg. Co.
Weil, J. H., & Co.

Drafting Equipment (Drawing Boards)

ALVIN & CO.
Bainbridge's, Chas. T., Sons
BROWN, ARTHUR, & BRO., INC.
Bruning, Charles, Co., Inc.
Compass Instrument & Optical Co., Inc.
Dietzgen, Eugene, Co.
Elliot, B. K., Co.
Elward Mfg. Co.
Engineering Instruments, Inc.
Favor, Ruhl & Co.
Hamilton Mfg. Co.
Karl Mfg. Co.
Keuffel & Esser Co.
MAYLINE CO., INC.
Morilla Co., Inc.
Pease, C. F., Co.
Post, Frederick, Co.
Power-Slide Drawing Board Co.
Rogers, W. T., Co.
STACOR EQUIPMENT CO.
Warren-Knight Co.
Weber, F., Co., Inc.
Weil, J. H., & Co.

"LIFETIME" STEEL CONSTRUCTION

...your STRONGEST sales talk

STACOR

DRAFTING ROOM, SCHOOL & X-RAY EQUIPMENT

DRAFTING & DRAWING TABLES WITH STEEL BASE

Adjustable top of selected, kiln-dried wood. Made in 8 board sizes.

STAKMASTER 4 & 5 DRAWER FLAT FILES. CAN BE STACKED

Heavy-gauge steel drawers equipped with ball bearing rollers. Made in 5 sizes.

"PLANMASTER" BLUEPRINT FILING CABINETS

5 and 3 drawer sections; heavy-gauge steel; smooth-rolling ball bearing drawers. All standard sizes.

STEEL TRACING BOXES AND TABLES

Scientifically designed reflector, modern streamlined design. 4 sizes.

REFERENCE TABLES

Linoleum top with all steel reinforced construction. 3 sizes—height adjustable from 29½ to 30½.

X-RAY FILING CABINETS

1 and 3 drawer X-ray filing cabinets; progressive slide cradle suspension.

all filing cabinets available with locks.

WRITE FOR DETAILED, ILLUSTRATED CATALOG

Stacor's complete equipment line offers easy buying for the most exacting practical standards.

STACOR EQUIPMENT CO.

467 Troy Avenue, Brooklyn 3, New York

Drafting Equipment (Drawing Tables)

ALVIN & CO.
BRADLEY, MILTON, CO.
BROWN, ARTHUR, & BRO., INC.
Bruning, Charles, Co., Inc.
Dietzgen, Eugene, Co.
Elward Mfg. Co.
Emrick, Inc.
Favor, Ruhl & Co.
Hamilton Mfg. Co.
HASKELL, INC.
Karl Mfg. Co.
Keuffel & Esser Co.
LYON METAL PRODUCTS, INC.
MAYLINE CO., INC.
Morilla Co., Inc.
Nobema Products Corp.
Pease, C. F., Co.
Post, Frederick, Co.
STACOR EQUIPMENT CO.
Weber, F., Co., Inc.
Weil, J. H., & Co.

Drafting Equipment (Files)

(See Files, Blueprint, Map and Plan)

Drafting Equipment (Stools)

(See Stools, Bookkeepers, Cashiers)

Drafting Equipment (Tracing Boards, Tables)

BROWN, ARTHUR, & BRO., INC.
Morilla Co., Inc.
STACOR EQUIPMENT CO.
Weil, J. H., & Co.

Drafting Instrument Sets

ALVIN & CO.
BROWN, ARTHUR, & BRO., INC.
Bruning, Charles, Co., Inc.
Cardinell Corp.
Charvoz-Roos Corp.
Compass Instrument & Optical Co.
C-Thru Ruler Co.
Dietzgen, Eugene, Co.
Elliott, B. K., Co.
Engineering Instruments, Inc.
Faber, A. W.—Castell Pencil Co., Inc.
Galef, J. L., & Son, Inc.
Keuffel & Esser Co.
Morilla Co., Inc.
Nobema Products Corp.
Noris Instruments, Ltd.
Post, Frederick, Co.
V. & E. Mfg. Co.
Weil, J. H., Co.

Drafting Supplies

Alteneder, Theo., & Sons
ALVIN & CO.
Bainbridge's, Chas. T., Sons
BAUMGARTEN, FRED
BROWN, ARTHUR, & BRO., INC.
Bruning, Charles, Co., Inc.
Cardinell Corp.
Charvoz-Roos Corp.
Compass Instrument & Optical Co.
C-Thru Ruler Co.
Dietzgen, Eugene, Co.
DIXON, JOSEPH, CRUCIBLE CO.
Elliott, B. K., Co.
Elward Mfg. Co.
Engineering Instruments, Inc.
Faber, A. W.—Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
Fairgate Rule Co.
General Pencil Co.
Griffin Mfg. Co.
Higgins Ink Co., Inc.
IDL MFG. & SALES CORP.
Keuffel & Esser Co.
Koh-I-Noor Pencil Co., Inc.
MAYLINE CO., INC.
Morilla Co., Inc.
Nobema Products Corp.
Noris Instruments, Ltd.
Pease, C. F., Co., The
Post, Frederick, Co., The
Rapidesign, Inc.
Technygraph Co.
Turner Devices, Inc.
V. & E. Mfg. Co.
Varigraph Co. Inc.
Warren-Knight Co.
Weber, F., Co.
Weil, J. H., & Co.

Specify SHALLCROSS Supplies for

FINEST

MIMEOGRAPHING

- "DOUBLECOAT" STENCILS
- "QUAKER" STENCILS
- MIMEOGRAPH INK
- CORRECTION FLUID

SHALLCROSS COMPANY
48th & Grays Ferry Road
Philadelphia 43, Penna.

Drafting Tables

(See Drafting Equipment)

Drafts, Notes and Receipts

(See Forms, Drafts, Notes, Receipts, etc.)

Drawer Suspensions

NATIONAL LOCK CO.
Seng Company
St. Louis Hardware Mfg. Co.

Drawer Trays

(See Trays, Desk, Center Drawer)

Drawers (Cash)

(See Cash Drawer Bases)

Drawing Boards

(See Drafting Equipment)

Drawing Paper

(See Paper, Drawing)

Drawing Supplies

(See Artists' Supplies)

Drawing Tables

(See Drafting Equipment)

Drills (Paper, Hand)

(See also Punches and Drills)

Duvinage Corp.
LASSCO PRODUCTS, INC.
SMEAD MFG. CO., INC.

Drills (Paper, Machine)

Challenge Machinery Co.
LASSCO PRODUCTS, INC.
Pioneer-Toledo Corp.

Drinking Cups (Paper)

(See Cups and Dispensers, Paper)

Duplicator Fluid (Spirit)

Ace Duplicating Supply Co., Inc.
Adhesive Products Corp.
Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Mfg. Co.
American Stencil Mfg. Co.
American Writing Ink Co., Inc.
Autocopy, Inc.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Beck Duplicator Co.
Buckeye Ribbon & Carbon Co.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Copy-Plus, Inc.
Curtis-Young Corp.
Dick, A. B., Co.
Ditto, Inc.
Du Prints, Inc.
Duplicating Papers, Inc.
Duplicopy Co.
Federal Mining & Mfg. Co.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co., Inc.
Graphic Duplicator Co.
Hart Mfg. Co.
Hectographia Corp.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
Key Ribbon & Carbon Co.
Krayer Mfg. Co.
Leedall Products Mfg. Co.
Little, A. P., Inc.
MASTER ADDRESSER CO.
Miller-Bryant-Pierce
Mimeo Mfg. Co.
Mittag & Volger, Inc.
Neidich Process Div.
Old Dutch Line
Old Town Corporation
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Polychrome Corp.
Post-O-Graf Mfg. Co.
Potomac Products Corp.
PRES-TO-LINE CORP. OF AMERICA
Queen Ribbon & Carbon Co., Inc.
Quest Mfg. Co.
Redigraph, Inc.
REPEAT-O-TYPE STENCIL MFG. CO.
Rex-Rotary Distributing Corp.
Rex-O-Graph, Inc.
Reynolds & Reynolds Co.
Ronnie Products, Inc.
Rose Ribbon & Carbon Co., Inc.
Schwartz Chemical Co.
Smith-Corona Inc.
Speed-O-Print Corp.
Spiritform Co.
Standard Duplicating Machines Corp.
Technygraph Co.
Tru-Rite, Inc.
Vari-Color Duplicator Co.
Visirecord, Inc.
WEBSTER, F. S., CO.
Wolber Duplicator & Supply Co.

Duplicator Inks (Stencil)

(See Inks, Duplicator, Stencil)

Duplicator Master Sets

Ace Duplicating Supply Co., Inc.
Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Mfg. Co.
American Manifold Products Corp.
American Stencil Mfg. Co.
Autocopy, Inc.
Autographic Business Forms, Inc.
Beck Duplicator Co.
Buckeye Ribbon & Carbon Co.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.

Heyer Quality ★ since 1903

THE HEYER CORP. • CHICAGO 23

Heyer

DUPLICATORS AND SUPPLIES

HEYER CONQUEROR SPIRIT DUPLICATORS

Always Make a Good Impression

MODEL 76 COMPLETE
ONLY $325.00
Plus F.E. Tax
60 cycle, 110 volt A.C.
(other motors on request)

Need Copies . . . right away? The Conquerors give you clear, crisp copies of letters, bulletins, announcements, forms, price lists, menus and drawings . . . fast! They show you the way to professional duplicating . . . with ease! Simply type, write or draw the desired subject matter on a Heyer Master Unit, attach it to the cylinder of the Conqueror, and turn out sharp, brilliant copies—120 or more copies per minute, in 1 to 5 colors at once! Easy-to-read operating instructions are permanently printed on the receiving tray of the Conquerors. Easily operated controls (see left, below) conquer every duplicating problem, make matchless results a certainty.

When you buy a duplicator, buy the best. Compare the features and prices with any other duplicator . . . you'll know that the Conquerors with unequalled features are today's biggest values in spirit duplicating. As one satisfied user wrote: "The time has come when a duplicating job is no longer a job, but a very pleasant interlude in a day's routine!" We're proud of this testimonial; you'll be proud of your new Conqueror.

CONQUEROR MODEL 76 ELECTRIC (at left). Push the button and motor and feed start operating—last sheet through turns off both feed and motor automatically. For systems duplicating, Feed-Lock-Out holds automatic feed inoperative. Shipping weight 66 lbs.

CONQUEROR MODEL 70 HAND OPERATED (below). One turn of handle for each copy. Prints 120 or more copies per minute. Highly efficient design gives almost effortless hand operation. Shipping weight 49 lbs.

THE CONQUERORS WITH *UNEQUALLED FEATURES*

. . conquer all duplicating problems, make matchless results a certainty

VISIBLE FLUID SUPPLY — You always know level of fluid in tank. Big 32 oz. tank has no pumps or rubber hoses to get out of order.

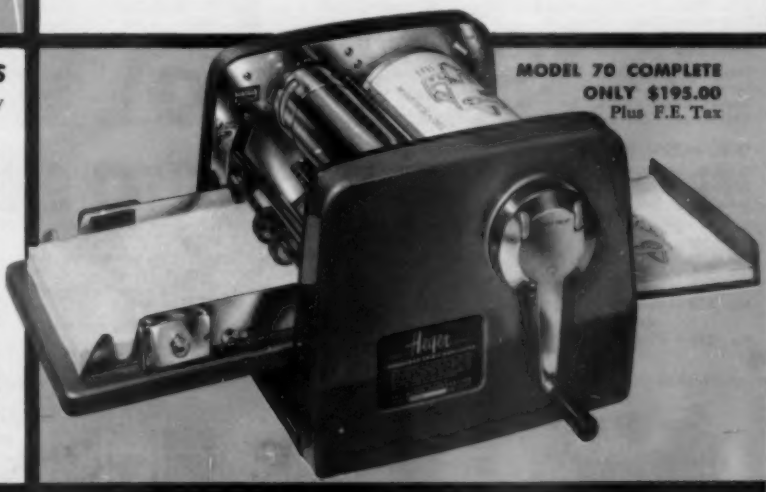
ADJUSTABLE PRESSURE CONTROL — Assures maximum copy runs of always brilliant copies. Operates effortlessly. Calibrated controls.

ROTARY FEED—Delivers 120 or more copies per minute in perfect registration. Takes card stock to newsprint, up to 9x14 in.

RAISE - AND - LOWER CONTROL — Simple dialing of control wheels raises or lowers print on page . . . locates it exactly.

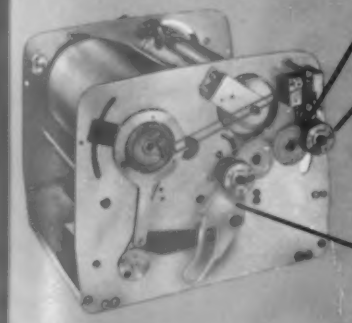
FLUID CONTROL — Measures exact flow of fluid to paper . . . compensates for any kind of paper, any atmospheric condition.

BUILT-IN RESET COUNTER — Always in view of operator. No waste ever, you run exact number of copies you want.



MODEL 70 COMPLETE
ONLY $195.00
Plus F.E. Tax

AND ON THE INSIDE . . . . . .



NYLON GEARS— Quiet, durable; require no lubrication. Most modern drive mechanism in use today.

POSITIVE CLUTCHES for perfect registration. Exclusive design to keep each sheet of paper in perfect position with master on cylinder.

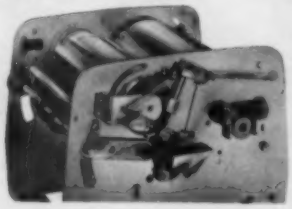
SPECIAL DESIGN CAM—Eccentric drive and cam act to eliminate hard spot in cylinder revolution and "lurching".

OPERATING CONTROLS are very easy to understand and adjust; are clearly and permanently marked.

there's QUALITY in every detail

The Conquerors are engineering excellence down to the smallest detail. Their outer cases have been removed here to reveal mechanical features. Each part, each point of construction, and every mechanical principle is designed to contribute directly to your duplicating satisfaction.

- New Lint Eliminator (not pictured) prevents clogging of wicks when duplicator is used with rough, loose surface papers.
- Ball Bearings at all important action points reduce friction to lowest degree. All other bearings are oil impregnated.
- Sturdy Frame is of heavy gauge steel, accurately constructed, balanced.
- **GRAVITY FLUID FEED** pictured below operates directly from tank by means of positive valve that prevents fluid loss. Allows your Conqueror to be stored indefinitely . . . put into operation immediately.



THE Heyer CORPORATION

1850 S. KOSTNER AVE.
CHICAGO 23, ILLINOIS

Eastern Office:
17 East 17th Street
New York 3, N. Y.

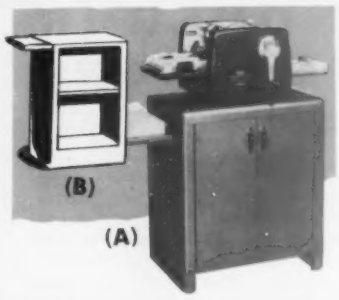
Western Office:
8109 S. Western Ave.
Los Angeles 47, Calif.

Canadian Distributors:
The Brown Bros. Ltd.
Montreal — TORONTO — Vancouver

SPIRIT DUPLICATOR SUPPLIES

For Perfect Copies on Heyer, Ditto, Dick, Standard, Old Town, Wolber or any other Spirit (Direct Process) Duplicator.

Heyer



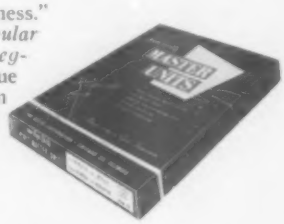
Create your own DUPLICATING DEPARTMENT with a Cabinet for your Spirit or Stencil Machine

Beautifully finished in Strato-Gray, these sturdy Cabinets provide ample storage space and an ideal desk-high working surface for your spirit or stencil duplicators.

THE DELUXE CABINET (A) has one shelf inside and plenty of storage space. Has 9 x 16" pull-out shelf on both sides. Double door cabinet measures 30½" high, 26¼" wide, 19" deep. Each **$54.50**

THE ECONOMY CABINET (B) is without doors, has slightly smaller dimensions—30½ x 19½ x 17" Convenient retractable outside shelf is 9 x 16". Each **$34.50**

HEYER MASTER UNITS are "Dated for Freshness." All are edge sealed for clean handling. Available in *Regular* or *O-So-Kleen* finishes in *Economy* or *Intense* Grades. *Regular Intense* available in 5 colors: Purple, Red, Green, Blue and Black. Use Purple for runs of 300 to 500; Red, Green and Blue for somewhat shorter runs and Black for 100 to 125 copies. *Regular Economy* saves money on short runs of 150 to 200 copies. *O-So-Kleen Economy* and *Intense* assure maximum cleanliness as they have a metallic coating over the carbon.



	100 Unit Box	25 Unit Pkg.
REGULAR ECONOMY MASTER UNITS (Purple Only)		
Economy Units, Purple, 8½ x 11 in.	No. 560 — $4.75	No. 560X — $1.50
Economy Units, Purple, 8½ x 13 in.	No. 561 — 5.25	No. 561X — 1.65
Economy Units, Purple, 8½ x 14 in.	No. 562 — 5.50	No. 562X — 1.70
O-SO-KLEEN ECONOMY MASTER UNITS (Purple Only)		
O-So-Kleen Units, Purple, 8½ x 11 in.	No. 1560 — $5.75	No. 1560X — $1.75
O-So-Kleen Units, Purple, 8½ x 13 in.	No. 1561 — 6.50	No. 1561X — 1.95
O-So-Kleen Units, Purple, 8½ x 14 in.	No. 1562 — 7.00	No. 1562X — 2.05
REGULAR INTENSE MASTER UNITS (Purple & Colors)		
Intense Units, Purple, 8½ x 11 in.	No. 460 — $6.25	No. 460X — $1.85
Intense Units, Purple, 8½ x 13 in.	No. 461 — 6.75	No. 461X — 2.00
Intense Units, Purple, 8½ x 14 in.	No. 462 — 7.00	No. 462X — 2.05
Red, Green, Blue or Black Intense Units	*50c per box extra*	*15c per pkg. extra*
O-SO-KLEEN INTENSE MASTER UNITS (Purple Only)		
O-So-Kleen Intense Units, Purple, 8½ x 11 in.	No. 1460 — $7.25	No. 1460X — $2.10
O-So-Kleen Intense Units, Purple, 8½ x 13 in.	No. 1461 — 8.00	No. 1461X — 2.35
O-So-Kleen Intense Units, Purple, 8½ x 14 in.	No. 1462 — 8.50	No. 1462X — 2.45

HEYER SPECIAL PURPOSE MASTER UNITS—

ADDRESS MASTERS. Kiss-printed. For use with gummed, perforated addressing labels.
No. 456 — Package of 25 ..... $1.75 No. 457 — Box of 100 ..... $6.00

HANDWRITING MASTERS. Kiss-printed. Non-reproducing lines to guide handwriting.
No. 454 — Package of 25 ..... $1.75 No. 455 — Box of 100 ..... $6.00

MUSIC MASTER UNITS. Die-impressed music staff reproduces with notes and words.
No. 458 — Package of 25 ..... $2.00 No. 459 — Box of 100 ..... $7.50

YOUR CHOICE OF POPULAR STENCILS

LETTERGRAPH BLUE
Extremely durable stencil, ideal for long runs. Does not chop-out or fill type. Excellent for stylus work.
No. 2102—Letter Size, per quire $3.35
No. 2103—Legal Size, per quire 3.35

ROYAL BLUE
Somewhat softer than Lettergraph Blue. Well suited for typing and popular for extensive stylus work.
No. 1102—Letter Size, per quire $1.75
No. 1103—Legal Size, per quire 3.35

ECONOMY
A good quality blue dry stencil for average runs. A money saver on most normal work. Won't crack or leak.
No. 1202—Letter Size, per quire $2.60
No. 1203—Legal Size, per quire 2.85

BULLETIN
A green stencil for medium usage to fill a price demand. Good typewritten reproduction. Economical boxing.
No. 1403—Legal Size, 2-quire pkg. $4.35

SPECIAL TOP-PRINTED LAYOUT STENCILS
No. 2103-S—For Letter-size or Legal-size Bulletins. 2 or 3-column. Per quire $3.50
No. 2103-C—For 5½ x 8½-inch Folded Bulletins. Per quire 3.30
No. 2103-CL—For 7 x 8½-inch Folded Bulletins. Per quire 3.30
No. 2103-M—Die-impressed Music Staff 3.00

STENCILS FOR MULTISTAMPS
No 2195—No. 1 Multistamp. Pkg. 50 ..... $1.20
No. 2196—No. 1 Oversize. Pkg. 50 ..... 1.80
No. 2198—No. 3 Multistamp. Per quire 2.00

HEYER QUALITY INKS

Always Make a Good Impression

No.
998—Black for Automatically-inked duplicators, per lb $2.50
3444—Black, heavy, 2 ½-lb. cans, per lb 2.50
999—Black for inside brush-inked duplicators, per lb 2.50
150—Black for hand-inked duplicators, ½-lb. can 1.30
151—Black for hand-inked duplicators, lb. can 2.50
180—Black Bulletin, 1-lb. can 1.25

COLORED INKS

Blue, Purple, Red, Green, Brown, Orange, Yellow, White, White Toner:
Half-pound can $1.50
Pound can 2.90

BRILLIANT COPYING FLUID

Assures a maximum number of brilliant copies on any liquid process duplicator. Does not have a bothersome odor.

No. 475—Spirit Fluid, per gal. **$3.00**

Convenient Pouring Spout free to all users of Heyer Quality Spirit Fluid.

SPIRIT CARBON PAPER

Produces sharp, clean-cut originals. Uniformly coated, extra intense.

	Box of 100	Pkg. of 25
Purple, 8½ x 11 in.	No. 480 — $5.00	No. 480X — $1.55
Purple, 8½ x 13 in.	No. 481 — 5.50	No. 481X — 1.70
Purple, 8½ x 14 in.	No. 482 — 6.00	No. 482X — 1.80
Red, Green, Blue, Black	*50c per box extra*	*15c per pkg. extra*

Also available in O-So-Kleen quality at slight extra cost.

BLOCKOUT CORRECTION FLUID

Kit contains two 1-oz. bottles Blockout Fluid, one bottle Thinner.
No. 497 — Complete Kit $1.10

WHITE CORRECTION PENCILS

No. 490 — Correction Pencils, each $0.15
No. 491 — Correction Pencils, dozen 1.75

EXTRA ACCESSORIES FOR CONQUEROR DUPLICATORS

No. 498 — Extra Wicks for Conqueror, set of 2 wicks $1.50
No. 488 — Plastic Backing Plate, 8½ x 14 in. 0.25

Costs so little!
Weighs so little!
So easy to use!
$10.95
COMPLETE

HEYER PORTABLE ADDRESSER

Amazing addresser—so easy and rapid to use. No set-up time, gets mail out to your lists promptly at unbelievable low cost of 6¢ per 1,000 names! Address tag, cards, labels, envelopes of any size with a single, swift one-hand motion.

MODEL 100—Packed in storage-carrying case with initial supplies for 250 addresses.

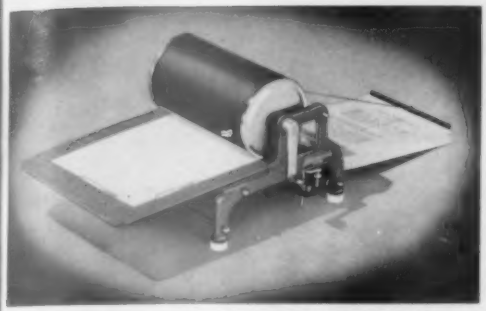
REFILL SUPPLY PRICES

No. 569—Master Carbon Roll (purple) ..... ea. $1.00
No. 570—Master Paper Roll ..... ea. .40
No. 571—Extra Metal Spools ..... ea. .15
No. 574—Miniature Master Units (pkg. of 100) 2.00
No. 472—Spirit Fluid (pt. can) ..... .75
No. 577—Spirit Fluid (12-oz. mailable can) ..... .75

STENCIL DUPLICATORS

and supplies for Lettergraph, Mimeograph, Speedoprint, Niagara, Marr and all other Stencil Duplicators.

Heyer



MODEL 24 LETTERGRAPH

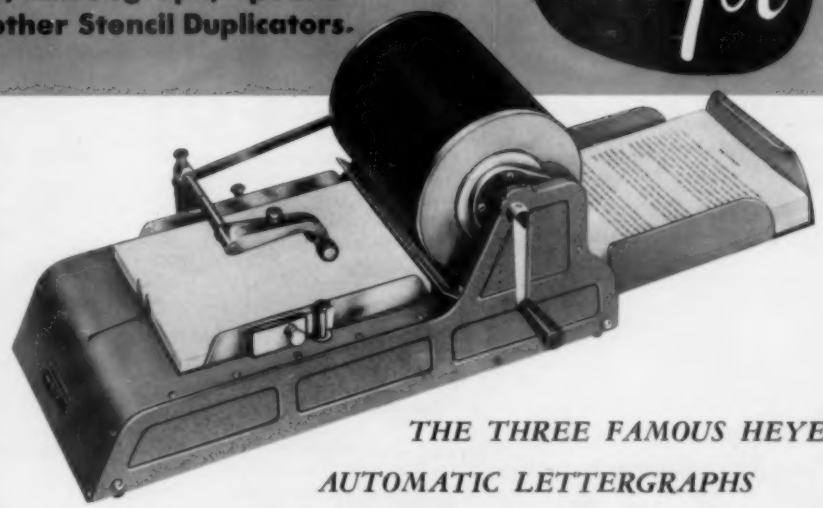
Streamlined simplicity makes Model 24 a most popular duplicator at the price. So simple to adjust and operate—takes but a moment to turn out top quality work in every size from postcard to letter! (Maximum printing surface is 7¼ x 10½ inches.) Inexpensive Superpads permit easy inking from outside . . . Since no ink touches the cylinder, the unit can be changed swiftly from one color to another without cleaning.

$29.50
COMPLETE WITH INITIAL SUPPLIES
Plus Federal Excise Tax

$16.50 COMPLETE

PORTABLE CLEAROSCOPE TAKES ANY STANDARD STENCIL

Simplifies drawing and tracing on stencils. Illustration to be copied is placed on glass and writing plate and stencil clamped over it—allows complete freedom for both hands. Light reflector adjusts to direct light where needed. Complete with: Large Writing Plate (8½ x 18 in.), Celluloid Triangle, Ruling Stylus, Sharp Stylus, 8-in-1 Shading Screen and Lamp Base with Reflector, Cord and Plug. Ship. wt. 9 lbs.



THE THREE FAMOUS HEYER AUTOMATIC LETTERGRAPHS at AMAZINGLY LOW PRICES!

MODEL C—AUTOMATIC FEED . . . . . COMPLETE $64.50*

Offers every essential feature in a full-size, quality stencil duplicator. Delivers clear, sharp copies in any quantity desired at speeds of 100 or more copies per minute! Automatic feed is fast and simple to operate, handles up to 8½ x 14-in. paper. Large open perforated cylinder is hand-inked on inside with a brush. Uses standard heading stencils; has Positive Paper Strippers and Take-On Plate.

Complete with initial supplies: 4 Stencils, ½ lb. Ink, Ink Brush, Stylus, Dustproof Cover, etc. Shipping weight 30 lbs.

MODEL D—AUTOMATIC FEED . . . Automatic Roller Release COMPLETE $74.50*

Like the Model C, but *more automatic*. Roller release mechanism is actuated by paper. When paper isn't fed, it locks the impression roller out of printing position, assures clean impression roller, eliminates hand throw-off. Model D also has Positive Paper Strippers which prevent paper from adhering to stencil . . . a great help when printing on lightweight papers or when printing heavy copy.

Complete with initial supplies. Shipping weight 31 lbs.

MODEL E—AUTOMATIC FEED . . . Automatic Roller Release New Automatic Inking! COMPLETE $84.50*

Has all of the features of the Models C and D plus an *automatic-inking* cylinder of improved design. Eliminates hand inking; a half-pound of ink is poured into the cylinder at one time and screw cap replaced. Gives simplified, positive inking at all times. Continuous inking feature saves time, eliminates stops to re-ink, assures perfect inking on every copy. Complete with supplies: Ink, Stencils, Stylus, Dustproof Cover, etc. Shipping weight 33 lbs.

***PLUS FEDERAL EXCISE TAX**

5-FIGURE COUNTER FOR MODELS C, D AND E (Specify Model, Serial No.) $6.50

Complete "Printing Plant" in a Package . . . Fast, Economical!

$10.95 COMPLETE

HEYER PORTABLE PRINTER

Prints perfectly on postcards, cartons, envelopes, labels, price cards, ruled forms, etc., at amazing low cost of only a few cents per 1,000 impressions. Automatically inked . . . uses inexpensive stencils; typed, handwritten or with drawings. New design assures perfect registration and eliminates offset and smudging.

MODEL 60—Packed in storage-carrying case with initial supplies.

REFILL SUPPLY PRICES

No. 2170—Postcard Stencils, per quire $1.65
No. 400—Black Ink, 2-oz. tube, each 50
—Colored Inks, 2-oz. tubes, each 60
No. 199—Ink Pad, each 50

COMPLETE HEYER DUPLI-KIT

Portable Printer and Portable Addresser in Storage Case
No. 1600 . . . . . $19.90

MISCELLANEOUS SUPPLIES

118—Writing Plates (Legal) 8½x14 in., ea. $1.35
239—Absorbent Paper Cover, pkg. of 50 . . . 1.00
240—Oiled Paper Covers, pkg. of 50 . . . . . 1.00
360—Stencil File Wrappers, pkg. of 50 . . . . 1.35
368—Absorbent Stencil Blotting Folders . . 2.75
119—8-in-1 Brass Shading Screen 1.00
145—Stencil Patching Cement—1 oz. 35
500—Cartoon Book, 85 pages—all subjects. 2.00
499—Miniature Cartoon Book 1.00
245—Plastic Typecleaner, per can 50
370—Type Brush, end bristle, each 50
374—Type Brush, side bristle, each 50
375—50-page Stencil File Book 2.75
376—100-page Stencil File Book 4.00
388—Ghost Glove, 6-oz. jar, each 45

CORRECTION FLUIDS (with Brush)

No.
112—Blue, ½-oz. bottle $0.30
113—Blue, 1-oz. bottle 50
412—Amber, 1-oz. bottle 50

CLOTH INK PADS (State Model and Name of Machine)

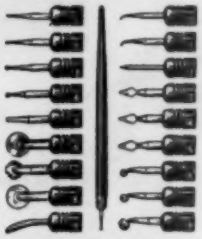
For Lettergraph, Rotary models . . . . . ea. $0.40
For Mimeograph, open cylinders . . . . . doz. 3.00
For Mimeograph, closed cylinders, and Rotospeed . . . . . doz. 4.80
For Speedoprint, Neostyle, Niagara, and most other stencil duplicators . . . . . doz. 3.00

INK BRUSHES

No.
403—(Small) For Postcard Printer $0.40
200—Straight handle for outside inking 65
147—Angle handle for inside inking 1.50

IMPRESSION ROLLERS (State Model and Name of Machine)

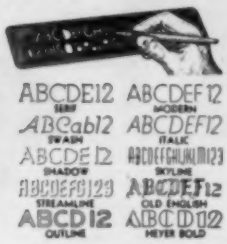
For all Standard Models $3.50
For Hilco-Niagara-Rotospeed 4.50



19 QUALITY STYLI

A Fine Stylus for Every Use
Moulded Plastic Handles

No.
S-1 Sharp Point . . . . ea. $0.45
S-2 Small Ball Point 45
S-3 Medium Ball Point . .45
S-4 Large Ball Point 45
S-5 Flat Point for ruling .45
S-6 Continuous line wheel 1.25
S-7 Broken line wheel . . 1.25
S-8 Dotted line wheel . . . 1.25
S-9 Special for shading screen work 45
S-10 For Lettering Guides less than ½ in. 50
S-11 For Lettering Guides ½ in. or over 50
S-12 Needle Point 45
S-13 Fine Wire Loop 60
S-14 Medium Wire Loop . .60
S-15 Heavy Wire Loop . . .60
S-16 Fine Shading Wheel 1.25
S-17 Med. Shading Wheel 1.25
S-18 Coarse Shading Wheel 1.25
S-19 Music Staff 2.50



LETTERING GUIDES

Available in following sizes:
Streamline, ¼, ⅜, ½, ⅝, ¾ in.
Shadow, ¼ to ¾ in. inclusive.
Skyline, ¼ to ¾ in. inclusive.
Serif, 3/16 to ¾ in. inclusive.
Modern, ¼ to ¾ in. inclusive.
Italic, ¼ to ¾ in. inclusive.

¼ to 3/16 in. guides, ea. $1.75
¼ in. guides, ea. 1.85
⅜ or ½ in. guides, ea. . . 2.00
⅝ in. guides, ea. 2.25
¾ in. guides, ea. 2.50
1 in. (Skyline only), ea. . 2.75

Heyer Bold, ¼ in. $2.00
½ in. $2.25, ⅝ in. $3.25
Outline, ½ in. (alphabet and numerals) 3.00
Swash, ¼ in. $2.75, ½ in. 3.00
Old English, ½ or ¾ in. . 2.50

Send for complete Lettering Guide Catalog.

Heyer

GELATIN DUPLICATORS

and Supplies for Heyer, Ditto, Vivid, Standard and all other Pan, Roll and Film Duplicators.

JUNIOR-EFFICIENCY DUPLICATOR

Complete Duplicating Outfit at a Sensational Low Price

Uses changeable gelatin films, offers the advantages of a gelatin roll duplicator to the smaller user. Has a metal paper guide, feeds fast and accurate. All-metal construction with suction cup feet that hold it firmly to any table without scratching. Maximum printing surface 8¾ x 13 inches. Complete with 2 Films, Film Cover, Colored Hekto Pencils, Bottle Hekto Ink, 3 sheets Hekto Carbon Paper, bottle Hekto Ink Remover and sponge. Shipping weight 8 pounds.

COMPLETE $9.95

EFFICIENCY DUPLICATOR

Finest Hand-Fed Gelatin Duplicator

Like the Super Efficiency except that it does not have a feed carriage and feeding must be done by hand. Hinged metal paper guide assures good registration. Maximum printing surface 8½ x 14 in. Sells complete with 15-ft. Gelatin Roll, bottle of Hektograph Ink, Sponge, Smoother, Leatherette Cover and complete operating instructions. Shipping weight 22 pounds.

COMPLETE $34.95

SUPER-EFFICIENCY DUPLICATOR

- **All-Metal Construction**
- **Fast, Accurate Feed**
- **15-Ft. Gelatin Roll**

Made to answer the wide demand for a high quality, fast feeding gelatin roll duplicator at a bargain low price. Features a semi-automatic feed that speeds up feeding and assures perfect registration of each copy. Actually makes more copies from one original than can be made by ordinary hand feeding. Maximum copying surface 8½ x 14 in. Sells complete with 15-ft. roll, bottle Hekto Ink, 12 sheets Hekto Carbon, Hekto Pencil, bottle Ink Remover, Leatherette Cover and complete Instruction Book. Shipping weight 37 pounds.

COMPLETE $57.50

IDEAL DUPLICATORS

Strong, substantial oak frames hinged together to form units of two and four copying surfaces. Remaining ink impression need not be washed off after use as on Hektograph . . . alternate surfaces minimize wear. Sold complete with bottle Hektograph Ink, Sponge, and complete operating instructions.

	2-Surfaces	4-Surfaces
Note.....	No. 1..$ 6.50	No. 6..$ 9.75
Letter....	No. 2.. 8.00	No. 7.. 12.00
Legal.....	No. 3.. 9.25	No. 8.. 13.75
Folio.....	No. 4.. 12.00	No. 9.. 18.00

HEKTOGRAPH DUPLICATORS

Operate very simply . . . make 50 to 100 copies from one original. The Hektograph is a single surface, pan duplicator with a metal cover to keep out dust when not in use. After the required number of copies have been made the remaining ink is washed from the surface and the Hektograph is then ready for re-use. Sold complete with a bottle of Hektograph Ink, Sponge, and complete instructions.

No. 21—*Note Size*, 6¼ x 10 in.....	$ 2.75
No. 22—*Letter Size*, 9½ x 12 in.....	3.75
No. 23—*Legal Size*, 9½ x 15 in.....	4.40
No. 24—*Folio Size*, 12 x 18 in.....	11.50

LUCITE SIGNS

DESK AND DOOR SIGNS are permanently, precision engraved from one piece of heavy, beautiful Lucite. Size is 8½ x 1⅞". In desk or door styles—*State Choice*. Priced for 17 characters and spaces; add 25c for each additional character.

One-Line Sign (⅝" letters) ..... **$2.50** ea.

Two-Line Sign (⅝ & ¼" letter) **$3.50** ea.

REFILL COMPOSITION

Simple to Use—Refill Your Own Duplicator and Save Money

For refilling Hektographs, Ideals, and other pan-type, gelatin duplicators. Can of Composition is melted and contents poured into pan or frame to be refilled. Complete instructions on every can. You can depend on Heyer Quality Refill Composition for brilliant copying qualities.

No. 280—1-lb. can	$ 1.50
No. 281—2½-lb. can	3.50
No. 282—5-lb. can	6.50
No. 283—10-lb. can	12.50

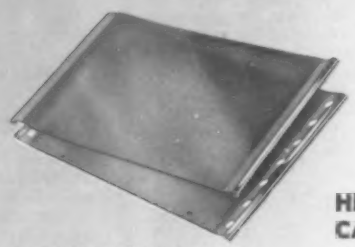
GELATIN ROLLS

For Heyer, Ditto, Vivid and Other Gelatin Roll Duplicators

Combines strongest backing materi with a thick, uniform coating of gelatin All rolls are 15 feet long.

When ordering please specify: (1) Amber or White composition; (2) Name and Model of Duplicator to be used.

No.	
201—8¾" roll on 8¾" spindle.....	$ 8.50
203—10" roll on 14" spindle.....	9.00
204—12" roll on 14" spindle.....	11.25
205—14" roll on 14" spindle.....	12.50
207—16" roll on 18" spindle.....	15.00
208—18" roll on 18" spindle.....	16.25
209—20¾" roll on 21" spindle.....	17.50
210—22" roll on 22" spindle.....	19.25
201A—8¾" roll, 5-foot length.....	3.00
201B—8¾" roll, 7½-foot length.....	5.00



GELATIN FILMS

For Junior Efficiency, Standard, Gel-Sten, Ditto and other gelatin film duplicators. Same high grade material as our Gelatin Rolls. When ordering specify Make and Model of duplicator used.

No. 31—Single films, each.....	$1.45
No. 32—Three films.	3.60
No. 33—Six films	6.45
No. 34—Dozen films	9.55
No. 36—Rexograph letter size, doz.	8.75
No. 35—Film Cover	.15

HEKTOGRAPH CARBON PAPER

Use it like ordinary carbon paper; use changing ribbon each time original made. Purple is strongest and make 50-75 copies.

Purple Hektograph Carbon

No. 289 —8½ x 11 in., 100 sheets.....	$4.50
No. 289X—8½ x 11 in., 25 sheets.....	1.40
No. 291 —8½ x 13 in., 100 sheets.....	5.25
No. 291X—8½ x 13 in., 25 sheets.....	1.50
No. 293 —8½ x 14 in., 100 sheets.....	5.50
No. 293X—8½ x 14 in., 25 sheets.....	1.60

Red, Blue, Green, Hekto Carbon

8½ x 11 in., per 25, $1.60	per 100, $5.00
8½ x 13 in., per 25, 1.70	per 100, 5.50
8½ x 14 in., per 25, 1.75	per 100, 5.75

HEKTOGRAPH PENCILS

Standard size wood pencils with extra intense copying leads. Purple is strongest and will produce up to 60 good copies.

Purple, each	$0.15
Purple, per doz.....	1.75
Red, Green, Blue:	
Each	$0.20
Per dozen	2.25

HEKTOGRAPH INK

Strong, highly concentrated dye makes this intense ink capable of producing many extra copies per original. In eight vivid colors: Purple, Red, Green, Blue, Black, Brown, Orange, Yellow.

1-oz. bottle	$0.50
½-pint bottle	2.50
Pint bottle	4.50
Quart bottle	8.50

HEKTOGRAPH TYPEWRITER RIBBONS

Purple is strongest and will produce 75 to 100 copies. Specify make and model of typewriter.

No.	
270—All Purple	ea. $1.00
271—All Red	ea. 1.00

HEKTO INK REMOVER

Pleasantly scented cream or liquid quickly removes Hekto, stamp pad and other ink stains from hands. Non-irritating. Contains Lanolin, leaves skin soft and smooth.

No. 334—Tube (2 oz.) cream.....	$0.35
No. 335—Tube (8 oz.) cream.....	.85
No. 336—Jar (1 lb.) cream.....	1.50
No. 337—½-pint bottle, liquid.....	.75
No. 338—1-pint bottle, liquid.....	1.25

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Duplicator Master Sets

(Continued from page 128)

CONSOLIDATED RIBBON & CARBON CO.
Copy Papers Sales & Service Agency, Inc.
Copy-Plus, Inc.
Curtis-Young Corp.
Dick, A. B., Co.
Ditto, Inc.
Du Prints, Inc.
Duplicating Papers, Inc.
Duplicopy Co.
Franklin Ribbon & Carbon Co., Inc.
Frye Mfg. Co.
General Manifold & Printing Co.
Hectographia Corp.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
Key Ribbon & Carbon Co.
Kores Carbon Paper & Ribbons Mfg. Corp.
Leedall Products Mfg. Co.
Little, A. P., Inc.
Manifold Supplies Co.
MASTER ADDRESSER CO.
Miller-Bryant-Pierce
Mimeo Mfg. Co.
Mittag & Volger, Inc.
Neidich Process Div.
Old Dutch Line
Old Town Corporation
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Polychrome Corp.
Post-O-Graf Mfg. Co.
Queen Ribbon & Carbon Co., Inc.
Remington Rand Inc.
Rex-O-Graph, Inc.
Rex-Rotary Distributing Corp.
Ronnie Products, Inc.
Rose Ribbon & Carbon Mfg. Co., Inc.
Smith-Corona Inc.
Speed-O-Print Corp.
Spiritform Co.
Standard Duplicating Machines Corp.
Storms, H. M., Co.
Technygraph Co.
Visirecord, Inc.
Waters and Waters Branch
WEBSTER, F. S., CO.
Wolber Duplicator & Supply Co.

Duplicator Paper (Mimeo)

(See Paper, Duplicator, Mimeo)

Duplicator Paper (Spirit and Gelatin)

(See Paper, Duplicator, Spirit and Gelatin)

Duplicator Rolls and Films

Autocopy, Inc.
Beck Duplicator Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Ditto, Inc.
Graphic Duplicator Co.
Hectographia Corp.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
Mimeo Mfg. Co.
Old Dutch Line
Redigraph, Inc.
Smith-Corona Inc.

Duplicator Slip-Sheeters

Addo Machine Co., Inc.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Dick, A. B., Co.
Duplicating Papers, Inc.
Harding, Milo, Co.
Marr Duplicator Co., Inc.
Mimeo Mfg. Co.
Niagara Duplicator Co.
Rex-Rotary Distributing Corp.
Technygraph Co.

Duplicator Stencil Correction Fluid

Ace Duplicating Supply Co., Inc.
Acme Stencil Co.
Addo Machine Co., Inc.
Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Mfg. Co.
American Stencil Mfg. Co.
American Writing Ink Co., Inc.
Autocopy, Inc.

Master Addresser PRODUCTS

MASTER PORTABLE LIQUID DUPLICATORS

A LIQUID DUPLICATOR AT THE PRICE OF A GELATIN MACHINE!

Gives up to 300 clear copies from each Master Unit in up to 5 colors. Uses no inks, no gelatin, no stencils. Prints with spirit solution. Versatile, clean and easy to use.

TWO MODELS AVAILABLE

Letter size and legal size. Both come complete with handy carrying case. Duplicator and case finished in attractive grey baked enamel.

POSTMASTER POSTCARD PRINTERS

A versatile low-cost machine, ideal for business use on short runs of postcards, labels, and tags. Prints up to 5 colors at one time. Comes complete in attractive storage case with supplies.

MASTER ADDRESSERS

MODEL 40

Master Addresser is the Original Spirit Process Addressing Machine. Uses no plates, no stencils, no inks, no gelatins. Prints with spirit solution from address tape. Clean, easy to use, economical to operate. Addresses all types and sizes of mailing pieces—up to 2000 per hour! Quality features include automatic tape advancement, roller moistening, variable margin guide, controlled fluid flow.

A complete line of addressing machines printing from paper masters. Models priced from $24.50. The ideal low cost addressing system for any business or organization.

Write today for information on the complete Master Addresser Line

MASTER ADDRESSER CO.

6500-D West Lake St., Minneapolis 16, Minn.

BAINBRIDGE, KIMPTON & HAUPT, INC.
Beck Duplicator Co.
Cardinell Corp.
Challenger, Inc.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Continental Ink Co.
Copy Papers Sales & Service Agency, Inc.
Dick, A. B., Co.
Duplicating Papers, Inc.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co., Inc.
Gestetner Duplicator Corp.
Harding, Milo, Co.
Hart Mfg. Co.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
Key Ribbon & Carbon Co.
Leedall Products Mfg. Co.
Little, A. P., Inc.
Marr Duplicator Co., Inc.
Mimeo Mfg. Co.
Mittag & Volger, Inc.
Neidich Process Div.
Niagara Duplicator Co.
Old Dutch Line
Old Town Corporation
Pekas Duplicator Co.
Polychrome Corp.
Post-O-Graf Mfg. Co.
Remington Rand Inc.
REPEAT-O-TYPE STENCIL MFG. CO.
Rex-Rotary Distributing Corp.
Ronnie Products, Inc.
SHALLCROSS CO.
Smith, H. E., Co.
Speed-O-Print Corp.
Starkey Chemical Process Co.
Technygraph Co.
Vari-Color Duplicator Co.
VICTOR SAFE & EQUIPMENT

Duplicator Stencil Files

(See Files, Stencil, Duplicator)

Duplicator Stencil Scopes

Addo Machine Co., Inc.
American Stencil Mfg. Co.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Copy Papers Sales & Service Agency, Inc.
Dick, A. B., Co.
Du Prints, Inc.
Frankel Carbon & Ribbon Co.
Gestetner Duplicator Corp.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
Marr Duplicator Co., Inc.
Mimeo Mfg. Co.
Niagara Duplicator Co.
Post-O-Graf Mfg. Co.
Print-O-Matic Co., Inc.
Rex-Rotary Distributing Corp.
Ronnie Products, Inc.
Speed-O-Print Corp.
Technygraph Co.

Duplicator Stencils

(See Stencils, Duplicator)

Duplicator Supplies (Offset)

Addressograph-Multigraph Corp
Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Mfg. Co.
American Stencil Mfg. Co.
BAINBRIDGE, KIMPTON & HAUPT, INC.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Curtis-Young Corp.
Davidson Corp.
Dick, A. B., Co.
Franklin Ribbon & Carbon Co.
Harding, Milo, Co.
Key Ribbon & Carbon Co.
Mimeo Mfg. Co.
Old Town Corporation
Polychrome Corp.
Queen Ribbon & Carbon Co.
Rapid Roller Co.
Remington Rand Inc.
Replica Products Corp.
Standard Duplicating Machines Corp.
Technygraph Co.
WEBSTER, F. S., CO.

Duplicators (Automatic Typewriter)

American Automatic Typewriter Co.
Commercial Controls Corp.
Robotyper Corp.

Duplicators (Gelatin)

Autocopy, Inc.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Beck Duplicator Co.
Beckley-Cardy Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Ditto, Inc.
Graphic Duplicator Co.
Hectographia Corp.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
Levison & Blythe Mfg. Co.
Redigraph, Inc.
Smith-Corona Inc.

Duplicators (Lithographic)

Addressograph-Multigraph Corp.
Davidson Corp.

Duplicators (Photographic)

(See Photocopy Equipment)

Duplicators (Post Card)

American Stencil Mfg. Co.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Bond Equipment Co.
Cardmaster Co.
Duplicopy Co.
Hart Mfg. Co.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
Keller Duplicator Co.
MASTER ADDRESSER CO.
Mimeo Mfg. Co.
Mimeograph Supply Co.
Multistamp Co., Inc.
Pekas Duplicator Co.
Post-O-Graf Mfg. Co.
Print-O-Matic Co., Inc.
Speed-O-Print Corp.
Vari-Color Duplicator Co.

Duplicators (Rebuilt)

Addressing Machine & Equipment Co.
Albright, J. E., & Co.
Mailers Equipment Co.
Mimeo Mfg. Co.

Duplicators (Spirit)

American Stencil Mfg. Co.
Autocopy, Inc.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Beck Duplicator Co.
COPY-CRAFT, INC.
Copy-Plus, Inc.
Dick, A. B., Co.
Ditto, Inc.
Du Prints, Inc.
Duplicopy Co.
Hart Mfg. Co.
Hectographia Corp.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
MASTER ADDRESSER CO.
Old Town Corporation
Post-O-Graf Mfg. Co.
Rex-O-Graph, Inc.
Rex-Rotary Distributing Corp.
Smith-Corona Inc.
Standard Duplicating Machines Corp.
Vari-Color Duplicator Co.
Wolber Duplicator & Supply Co.

Duplicators (Stencil, Rocker Type)

Bond Equipment Co.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
Mimeo Mfg. Co.
Multistamp Co., Inc.
Pekas Duplicator Co.
Post-O-Graf Mfg. Co.
Sten-C-Labl, Inc.
Weber Addressing Machine Co.

Duplicators (Stencil, Rotary)

Addo Machine Co., Inc.
Autocopy, Inc.
Beck Duplicator Co.
Bohn Duplicator Corp.
Dansen Co.
Dayton Typewriter Co.
Dick, A. B., Co.
Du Prints, Inc.
Frankel Carbon & Ribbon Co.
Gestetner Duplicator Corp.
Harding, Milo, Co.
Hart Mfg. Co.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
Marr Duplicator Co., Inc.
Mimeo Mfg. Co.
Niagara Duplicator Co.
Post-O-Graf Mfg. Co.
Print-O-Matic Co., Inc.
Rex-Rotary Distributing Corp.
Speed-O-Print Corp.
Technygraph Co.
Vari-Color Duplicator Co.

Duplicators (Type)

Addressograph-Multigraph Co.
Davidson Corp.

Dusting and Wiping Cloths

Ames Bag Co., Inc.
Blake Industries
Cadie Chemical Products, Inc.
Columbia Wiping Cloth Co.
Fielder, P. E., Mfg. Co.
Hertzberg, H., & Son, Inc.
Howard Dustless Duster Co.
Munising Paper Co. (Paper)
Pioneer Mfg. Co.
Scott Paper Co. (Paper)

Ear Cushions (Telephone)

(See Telephone Ear Cushions)

Electric Fan Covers

(See Covers, Electric Fan)

Electric Fans

(See Fans, Electric)

Electronic Computers

(See Computers, Electronic)

Embossing Sets (Hand)

(See Raised Lettering Kits, Hand)

Endorsing Machines

(See Check Certifiers and Endorsers)

Engravers (Cards, Letterheads)

Barnard, George D., Co.
Die Craft Card & Stationery Co.
Etchcraft Co.
Hall, J. C., Co.
Murray Engraving Co.
National Engraving Co.
Stauder Engraving Co.
Whitehall, Inc.
Wiggins, John B., Co.

Engraving Machines

Green Instrument Co., Inc.
New Hermes Engraving Machine Corp.

Envelope Openers

(See Openers, Envelope)

Envelope Sealers

(See Sealers, Envelope)

Envelopes (Air Mail)

American Envelope Co.
Boston Envelope Co.
Cupples-Hesse Corp.
Dahlke Stationery & Mfg. Co.
Eastern Tablet Corp.
EATON PAPER CORP.
Garden City Envelope Co.
Hano Paper Co., Inc.
Hyman, L., & Sons
JUSTRITE ENVELOPE MFG. CO.
Lafayette Co., The
Marvin Envelope & Paper Co.
Merchants Industries, Inc.
Mills Envelope Co.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
Pittsburgh Envelope Co.
Processed Papers
QUALITY PARK ENVELOPE CO.
Saxon Paper Corp.
Sheppard Envelope Co.
Standard Envelope Mfg. Co.
Tension Envelope Corp.
Transo Envelope Co.
U. S. Envelope Co.
Wansco Paper Products Co., Inc.
Western States Envelope Co.
Whitehall, Inc.
Whiting Paper Co.
Wolf Brothers, Inc.
Worcester Envelope Co.

Envelopes (Button and String)

American Paper Goods Co.
Ames Safety Envelope Co.
Andrews, P. L., Corp.
Barkin Expanding Envelope Co., Inc.
Boston Envelope Co.
COOKE & COBB CO.
Eastern Tablet Corp.
Equitable Paper Bag Co., Inc.
Hano Paper Co., Inc.
Josephson Mfg. Corp.
JUSTRITE ENVELOPE MFG. CO.
Marvin Envelope & Paper Co.
Mills Envelope Co.
National Fiberstok Envelope Co.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
Processed Papers
QUALITY PARK ENVELOPE CO.
Saxon Paper Corp.
Sheppard Envelope Co.
Standard Envelope Mfg. Co.
Tension Envelope Corp.
Transo Envelope Co.
U. S. Envelope Co.
Wansco Paper Products Co., Inc.
Western States Envelope Co.
WILSON JONES CO.
Wolf Brothers, Inc.
Worcester Envelope Co.

Envelopes (Catalog)

American Envelope Co.
American Paper Goods Co.
American Paper Products Co.
Ames Safety Envelope Co.
Andrews, P. L., Corp.
Boston Envelope Co.
Brown Paper Goods Co.
COOKE & COBB CO.
Cupples-Hesse Corp.
Eastern Tablet Corp.
Equitable Paper Bag Co., Inc.
Goodbody, Wm., Envelope Co.
Hyman, L., & Sons
Josephson Mfg. Co.
JUSTRITE ENVELOPE MFG. CO.
Marvin Envelope & Paper Co.
Merchants Industries, Inc.
Mills Envelope Co.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
Pittsburgh Envelope Co.
Processed Papers
QUALITY PARK ENVELOPE CO.
Saxon Paper Corp.
Sheppard Envelope Co.
Standard Envelope Mfg. Co.
Stationers Guild of America
Tension Envelope Corp.
Transo Envelope Co.
U. S. Envelope Co.
Wansco Paper Products Co., Inc.
Western States Envelope Co.
WILSON JONES CO.
Wolf Brothers, Inc.
Wolf Envelope Co.
Worcester Envelope Co.

Envelopes (Cellophane)

Abco Plastic & Supply Co.
American Paper Goods Co.
Ames Bag Co., Inc.
Andrews, P. L., Corp.
BLANK, ARTHUR, & CO., INC.

EXTRA PROFITS FOR YOU...WITH SPIRIT DUPLICATORS by ORMIG

ORIGINATORS OF THE SPIRIT PROCESS

These two low-priced models, with the famous Ormig construction, will get you new customers ...help you to hold and expand your spirit supply business. Available to any qualified business machine dealer...no quotas...no restrictions! *

MODEL D-17

Always ready to go—for quick, easy, economical duplicating. Among its advantages: • simple and fool-proof clamping device (only one of its kind) • direct wick moistening device (an Ormig specialty) that permits making copies from masters which appear to have been exhausted on other machines • copies of exceptional quality • unusually rugged construction • adjustable pressure control • positive automatic feed • automatic fluid pump (adjustable) • built in recessed counter—4 digits • available with addressing device for feeding small separate masters—either to address envelopes or fill-in letters.

Low in price for this type of machine $182.50
plus Fed. Excise Tax

PICCOLO

As easy to carry as your portable typewriter. • Unusually brilliant copies • rugged construction • nothing to get out of order • uses any spirit carbon or fluid. A well made, efficient spirit duplicator at the sensationally low price of.....

$69.50
plus Fed. Excise Tax

Distributed exclusively in the U.S.A. by

Copy-Craft

105 Chambers St., New York 7, N. Y. • BA 7-4149

*Of course, we refer only to these two models. The famous Ormig Systems Machines and Electric Duplicators are sold only thru carefully selected dealers in exclusive territories.

CARBON PAPER AND RIBBONS • DUPLICATING, PHOTOCOPYING AND SYSTEMS MACHINES AND SUPPLIES

Envelopes (Cellophane)

(Continued from page 134)

Cupples-Hesse Corp.
Hyman, L., & Sons
JUSTRITE ENVELOPE MFG. CO.
Marvin Envelope & Paper Co.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
Saxon Paper Corp.
Transo Envelope Co.
U. S. Envelope Co.
Vita Specialties Co.
Western States Envelope Co.

Envelopes (Clasp)

American Paper Goods Co.
Ames Safety Envelope Co.
Andrews, P. L., Corp.
Boston Envelope Co.
COOKE & COBB CO.
Eastern Tablet Corp.
Equitable Paper Bag Co., Inc.
Hano Paper Co., Inc.
Hyman, L., & Sons
Josephson Mfg. Corp.
JUSTRITE ENVELOPE MFG. CO.
Marvin Envelope & Paper Co.
Merchants Industries, Inc.
Mills Envelope Co.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
Processed Papers
QUALITY PARK ENVELOPE CO.
Saxon Paper Corp.
Sheppard Envelope Co.
Standard Envelope Mfg. Co.
Stationers Guild of America
Tension Envelope Corp.
Transo Envelope Co.
U. S. Envelope Co.
Wansco Paper Products Co., Inc.
Western States Envelope Co.
WILSON JONES CO.
Wolf Brothers, Inc.
Worcester Envelope Co.

Envelopes (Coin)

American Paper Products Co.
Ames Safety Envelope Co.
Andrews, P. L., Corp.
Boston Envelope Co.
Brown Paper Goods Co.
Cupples-Hesse Corp.
Eastern Tablet Corp.
Hano Paper Co., Inc.
Hyman, L., & Sons
JUSTRITE ENVELOPE MFG. CO.
Marvin Envelope & Paper Co.
MAY, J. L., CO., INC.
Merchants Industries, Inc.
Mills Envelope Co.
National Tag & Label Corp.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
Pittsburgh Envelope Co.
Processed Papers
QUALITY PARK ENVELOPE CO.
Saxon Paper Corp.
Sheppard Envelope Co.
Standard Envelope Mfg. Co.
Stationers Guild of America
Tension Envelope Corp.
Transo Envelope Co.
U. S. Envelope Co.
Wansco Paper Products Co., Inc.
Western States Envelope Co.
Western Tablet & Staty. Co.
Wolf Brothers, Inc.
Wolf Envelope Co.
Worcester Envelope Co.

Envelopes (Commercial)

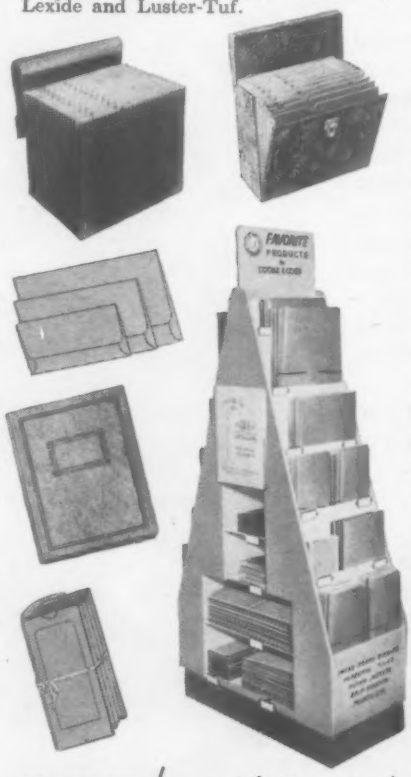
American Envelope Co.
American Paper Products Co.
Andrews, P. L., Corp.
ASSOCIATED STATIONERS SUPPLY CO.
Boston Envelope Co.
Brown Paper Goods Co.
Commercial Paper Co.
Cupples-Hesse Corp.
Delta Envelope Co.
Eastern Tablet Corp.
EATON PAPER CORP.
Ennis Tag & Salesbook Co.
Garden City Envelope Co.
Goes Lithographing Co.
Hano Paper Co., Inc.
Hyman, L., & Sons
JUSTRITE ENVELOPE MFG. CO.
Marvin Envelope & Paper Co.
Merchants Industries, Inc.
Mills Envelope Co.
Neostyle, Inc.

EXPANDING PRODUCTS
that build
EXPANDING PROFITS

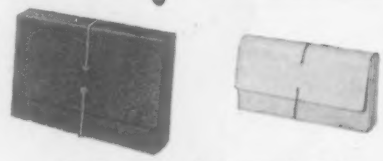
COOKE & COBB'S

FAVORITE LINE

Exclusive features, uniform high quality and the most complete line of Expanding Products on the market enable you to meet every customer need. A wide variety of styles and sizes for home and business use in Red Rope, Leather Life, Lexide and Luster-Tuf.



NO-TYE for added sales!



Continuous elastic cord eliminates tying untidy tapes. An added reason-to-buy feature on many FAVORITE numbers.

See other "C & C" Products under "Filing Supplies" in this directory.

COOKE & COBB
122 East 23rd St.
DIVISION OF WILSON JONES WJ
New York 10, New York

For all the benefits of stocking WJ Products, see 2-page Wilson Jones advertisement elsewhere in this book

NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
Pittsburgh Envelope Co.
Processed Papers
QUALITY PARK ENVELOPE CO.
Saxon Paper Corp.
Sheppard Envelope Co.
Standard Envelope Mfg. Co.
Stationers Guild of America
Tension Envelope Corp.
Transo Envelope Co.
U. S. Envelope Co.
Wansco Paper Products Co., Inc.
Western States Envelope Co.
Western Tablet & Staty. Corp.
Whiting Paper Co.
Wolf Brothers, Inc.
Worcester Envelope Co.

Envelopes (Currency, Gift)

American Greetings Corp.
JUSTRITE ENVELOPE MFG. CO.
Marvin Envelope & Paper Co.
MAY, J. L., CO., INC.
NORTHERN STATES ENVELOPE CO.
Saxon Paper Corp.
Stationers Guild of America
Tension Envelope Corp.
Transo Envelope Co.
U. S. Envelope Co.
Wansco Paper Products Co., Inc.
Worcester Envelope Co.

Envelopes (Duplex)

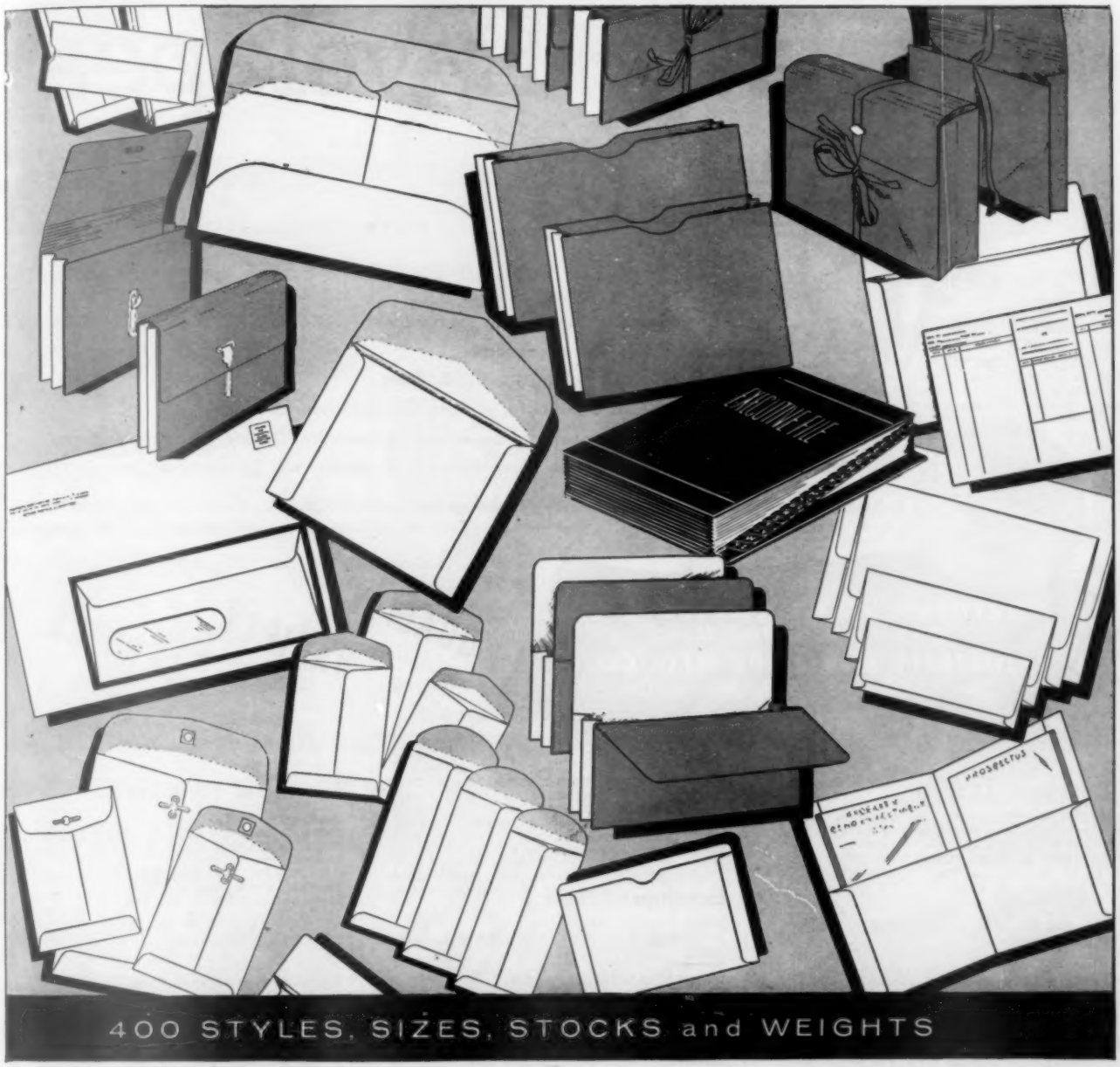
American Paper Products Co.
Ames Safety Envelope Co.
JUSTRITE ENVELOPE MFG. CO.
Marvin Envelope & Paper Co.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
Processed Papers
QUALITY PARK ENVELOPE CO.
Saxon Paper Corp.
Sheppard Envelope Co.
Standard Envelope Mfg. Co.
Tension Envelope Corp.
Transo Envelope Co.
U. S. Envelope Co.
Wansco Paper Products Co., Inc.
Western States Envelope Co.
Worcester Envelope Co.

Envelopes (Expanding, Filing and Mailing)

American Fiber-Velope Mfg. Co.
Ames Safety Envelope Co.
Andrews, P. L., Corp.
Barkin Expanding Envelope Co., Inc.
Bushnell, Alvah, Co.
COOKE & COBB CO.
Diemer, John F., Co.
Globe-Wernicke Co.
Hyman, L., & Sons
Jewell & Co.
Josephson Mfg. Corp.
JUSTRITE ENVELOPE MFG. CO.
Marvin Envelope & Paper Co.
National Fiberstok Envelope Co.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
OXFORD FILING SUPPLY CO.
QUALITY PARK ENVELOPE CO.
Remington Rand Inc.
Saxon Paper Corp.
SMEAD MFG. CO., INC.
Standard Envelope Mfg. Co.
Stationers Guild of America
Tension Envelope Corp.
Universal Paper Goods Co.
WILSON JONES CO.
Worcester Envelope Co.
Yawman and Erbe Mfg. Co.

Envelopes (Glassine)

Abco Plastic & Supply Co.
American Paper Goods Co.
Andrews, P. L., Corp.
Cupples-Hesse Corp.
Hano Paper Co., Inc.
Herz Mfg. Corp.
Hyman, L., & Sons
JUSTRITE ENVELOPE MFG. CO.
Marvin Envelope & Paper Co.
Milprint, Inc.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
Saxon Paper Corp.
Standard Envelope Mfg. Co.
Tension Envelope Corp.
Transo Envelope Co.
U. S. Envelope Co.
Worcester Envelope Co.



ENVELOPES to meet every need and purpose . . . envelopes that mean satisfied customers and repeat business for YOU . . . Quality Park Envelopes.

Sold Through Dealers Only!

A. QUALITY Products . . .
B. QUALITY Packaging . . .
C. QUALITY Service . . .

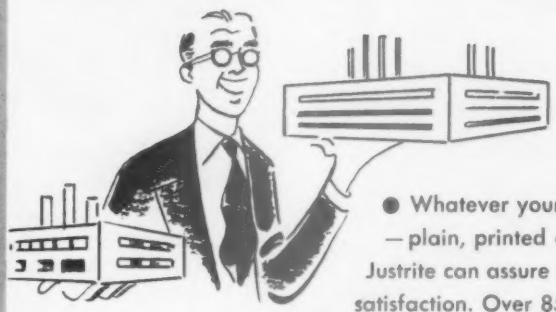
That's the A, B, C of Quality Park.

QUALITY PARK ENVELOPE CO.

Quality Park Products

General Office and Factory, Quality Park, St. Paul 4, Minnesota
Chicago Office and Warehouse, 564 W. Monroe St., Chicago 6, Illinois

Justrite Envelopes



A COMPLETE LINE of envelopes...from one source.
OVER THIRTY YEARS of experience... servicing dealers everywhere!

● Whatever your needs — plain, printed or fancy . . . Justrite can assure you of complete satisfaction. Over 85 standard varieties, from *Airmail* to *X-ray*, are always in stock for immediate delivery!

● Unusual Envelopes are a Justrite specialty. Outline your requirements and contact your nearest Justrite plant. Prices and samples will be submitted promptly!

SOLD THRU DEALERS ONLY

Two modern, strategically located plants to serve you . . . better!

Justrite Envelopes feature MAR-VEL SEAL, the sensational almost invisible new sealing agent. Resists humidity . . . will not curl or stick in storage.

NORTHERN STATES ENVELOPE CO.
300 E. 4th St., St. Paul, Minn.
JUSTRITE ENVELOPE MFG. CO.
58 — 60 Gilmer St., S. E., Atlanta, Ga.

QUALITY VARIETY SERVICE

Envelopes (Legal)

American Fiber-Velope Mfg. Co.
Ames Safety Envelope Co.
Boston Envelope Co.
COOKE & COBB CO.
Globe-Wernicke Co.
Hyman, L., & Sons
Jewell & Co.
Josephson Mfg. Corp.
JUSTRITE ENVELOPE MFG. CO.
Mills Envelope Co.
Marvin Envelope & Paper Co.
National Fiberstok Envelope Co.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
OXFORD FILING SUPPLY CO.
QUALITY PARK ENVELOPE CO.
Saxon Paper Corp.
SMEAD MFG. CO., INC.
Standard Envelope Mfg. Co.
Tension Envelope Corp.
Transo Envelope Co.
U. S. Envelope Co.
Universal Paper Goods Co.
Wansco Paper Products Co., Inc.
WILSON JONES CO.
Worcester Envelope Co.

Envelopes (Payroll)

American Paper Goods Co.
American Paper Products Co.
Ames Safety Envelope Co.
Boston Envelope Co.
Consolidated Business Systems, Inc.
Eastern Tablet Corp.
General Manifold & Printing Co.
Hyman, L., & Sons
JUSTRITE ENVELOPE MFG. CO.
Marvin Envelope & Paper Co.
MAY, J. L., CO., INC.
Merchants Industries, Inc.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
QUALITY PARK ENVELOPE CO.
S-K Forms Co.
Saxon Paper Corp.
Sheppard Envelope Co.
Standard Envelope Mfg. Co.
Tension Envelope Corp.
Transo Envelope Co.
U. S. Envelope Co.
Wansco Paper Products Co., Inc.
Watts, Alfred Allen, Co., Inc.
Western Paper Goods Co.
Western States Envelope Co.
Wolf Brothers, Inc.
Worcester Envelope Co.

Envelopes (Plastic)

Abco Plastic & Supply Co.
American Kleer-Vu Plastics, Inc.
Ames Safety Envelope Co.
Artmor Plastics Corp.
BLANK, ARTHUR, & CO.
CEL-U-DEX CORP.
COOKS', INC.
Forbes Products Corp.
Guedon Co.
Kingsbacher-Murphy Co.
Markilo
Marvin Envelope & Paper Co.
MEIER, JOSHUA, CO., INC.
Milprint, Inc.
Neostyle, Inc.
Plastic Fabricators Co.
Plastic Service Co.
Saxon Paper Corp.
Simon Products Co.
SMEAD MFG. CO., INC.
Smith, Hurley
Vita Specialties Co.

Envelopes (Registered Mail)

American Fiber-Velope Mfg. Co.
Ames Safety Envelope Co.
Bushnell, Alvah, Co.
Jewell & Co.
JUSTRITE ENVELOPE MFG. CO.
Marvin Envelope & Paper Co.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
QUALITY PARK ENVELOPE CO.
Saxon Paper Corp.
Sheppard Envelope Co.
Standard Envelope Mfg. Co.
Tension Envelope Corp.
Transo Envelope Co.
U. S. Envelope Co.
Western States Envelope Co.
Wolf Brothers, Inc.
Worcester Envelope Co.

Envelopes (Window)

Andrews, P. L., Corp.
Boston Envelope Co.
Eastern Tablet Corp.
Hyman, L., & Sons
JUSTRITE ENVELOPE MFG. CO.
Marvin Envelope & Paper Co.
Merchants Industries, Inc.
Mills Envelope Co.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
Processed Papers
QUALITY PARK ENVELOPE CO.
Saxon Paper Corp.
Sheppard Envelope Co.
Standard Envelope Mfg. Co.
Tension Envelope Corp.
Transo Envelope Co.
U. S. Envelope Co.
Wansco Paper Products Co., Inc.
Western States Envelope Co.
Wolf Brothers, Inc.
Worcester Envelope Co.

Eradicators (Ink)

American Writing Ink Co., Inc.
Cardinell Corp.
Carter's Ink Co.
Collins-Benton Co., Inc.
Crescent Products Co.
Demco Library Supplies
Franklin Ribbon & Carbon Co.
General Pencil Co.
Keuffel & Esser Co.
Kodye, Inc.
Miller, C. H., Co.
Mongol Chemical Co.
Post, Frederick, Co.
Sanford Ink Co.
Scriptex Products Co., Inc.
Speedry Products, Inc.
Stafford, S. S., Inc.
WEBSTER, F. S., CO.

Eraser Cleaners (Blackboard)

Beckley-Cardy Co.
ROWLES, E. W. A., CO.

Erasers (Blackboard)

American Crayon Co.
Beckley-Cardy Co.
BRADLEY, MILTON, CO.
Hammett, J. L., Co.
N. Y. Silicate Book Slate Co., Inc.
Nobema Products Corp.
ROWLES, E. W. A., CO.
Weber Costello Co.
Weeks, Frank A., Mfg. Co.

Erasers (Chemical)

(See Eradicators, Ink)

Erasers (Electric)

APSCO PRODUCTS, INC.
Barber-Colman Company
Beckley-Cardy Co.
Bruning, Charles, Co., Inc.
Faber, A. W.-Castell Pencil Co., Inc.
Post, Frederick, Co.
Weil, J. H., & Co.

Erasers (Fiber Glass)

ERASER CO., INC.

Erasers (Gum)

American Pencil Co.
Best, Richard, Pencil Co.
Craftint Mfg. Co.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Linton Pencil Co.
Melind, Louis, Co.
Reliance Pencil Co.
ROBERTS, WELDON, RUBBER CO.
Rosenthal Co.

RUSH FYBRGLASS ERASER

on Fast-Selling Display Card

World's finest typewriter eraser packaged for easy sale, 6 to display card or 12 to display carton. Unconditionally guaranteed. Specify packing. List price $6.00 per dozen; Refills $3.00 per dozen packages of two. Free stuffers. Order today.

"Substantial Dealer Discounts"

THE ERASER CO., INC.
1068 S. Clinton St.
Syracuse 4, N. Y.

Erasers (Rubber, For Automatic Pencil)

American Pencil Co.
Autopoint Co.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Eversharp, Inc.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
Kahn, David, Inc.
Melind, Louis, Co.
Modern Pen Mfg. Co., Inc.
Moore Pen Co.
Nichols Products Co.
Parker Pen Co.
ROBERTS, WELDON, RUBBER CO.
Scripto, Inc.
Sheaffer, W. A., Pen Co.
Waterman Pen Co., Inc.

Erasers (Rubber, Ink and Pencil)

American Pencil Co.
Best, Richard, Pencil Co.
Blaisdell Pencil Co.
BRADLEY, MILTON, CO.
Craftint Mfg. Co.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Gits Molding Corp.
Kahn, David, Inc.
Keuffel & Esser Co.
Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
Melind, Louis, Co.
Reliance Pencil Corp.
ROBERTS, WELDON, RUBBER CO.
Rosenthal Co., The
Sanders Mfg. Co.
Stationers Guild of America

Erasers (Rubber, Pencil Form, Non-Refillable)

American Pencil Co.
Best, Richard, Pencil Co.
Blaisdell Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
Linton Pencil Co.
Parker Pen Co.
Reliance Pencil Corp.
ROBERTS, WELDON, RUBBER CO.
STAEDTLER, J. S., INC.

Erasers (Rubber, Pencil Form, Refillable)

BRUSHMAKERS, INC.
Faber, Eberhard, Pencil Co.
Gits Molding Corp.
ROBERTS, WELDON, RUBBER CO.
Scripto, Inc.
V. & E. Mfg. Co.

Erasers (Rubber Cement)

Melind, Louis, Co.
MONET CO.
Union Rubber & Asbestos Co.

Erasers (Soap)

American Pencil Co.
Best, Richard, Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
Linton Pencil Co.
Reliance Pencil Corp.
ROBERTS, WELDON, RUBBER CO.
Rosenthal Co.

Erasers (Steel)

Clauss Cutlery Co.
Compass Instrument & Optical Co., Inc.
Faber Eberhard, Pencil Co.
Gabe Mfg. Corp.
IDL MFG. & SALES CORP.
Keuffel & Esser Co.
Metropolitan Cutlery Co.
X-acto, Inc.

Weldon Roberts Erasers
Correct Mistakes in Any Language

Everybody **wants, uses, these famous erasers. They're the world's quality standard and a bonny bargain. Illustrated are but a few of of many styles and shapes to suit a wide variety of specific erasing requirements. All are all-quality always, for neatest, cleanest erasing.**

JET Eraser

Cylindrical stick eraser of finest rubber in attractive plastic holder. Tip unscrews so eraser can be moved outward. Red rubber for pencil erasing; gray rubber for ink and typewriting. Made in pocket style (with clip) and brush whisk style for typists. Refills.

NO. 930 ENSEMBLE—***Combination eraser that does most everything. Handy, bias-beveled shape. Soft, pink rubber joined to soft, gray rubber. For erasing pencil, ink, crayon, typewriting.***

NO. 121 ELLIPTIC

Soft gray rubber in handy elliptical shape. For pencil and ink erasures on all types of work. Widely preferred by typists, draftsmen, artists.

NO. 399 TRI-PLY—***The original, superior 3-layer eraser for typists. Two outer plies of red rubber for smooth, clean erasing of pencil writing or carbon copies; center ply of gray rubber for erasing ink writing or typewriting originals, a single letter or a whole line.***

NO. 333 INDIA—***The standard, red rubber beveled-end pencil eraser that everybody knows. A "regular" for all-around use in offices and schools. (larger size, No. 334)***

Weldon Roberts Erasers are stocked by leading dealers everywhere.

WELDON ROBERTS RUBBER CO.
365 Sixth Avenue, Newark 7, N. J.
World's Foremost Eraser Specialists

Erasers (Typewriter)

Allen & Co.
American Pencil Co.
Ames Supply Co.
Best, Richard, Pencil Co.
Blaisdell Pencil Co.
BRUSHMAKERS, INC.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
ERASER CO., INC.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co., Inc.
Gits Molding Corp.
Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
Melind, Louis, Co.
Reliance Pencil Corp.
ROBERTS, WELDON, RUBBER CO.
Rosenthal Co., The
Winslow Products Engineering Co.

Erasing Shields (Typewriter)

BLANK, ARTHUR, & CO., INC.
Cardinell Corp.
Charvoz-Roos Corp.
Compass Instrument & Optical Co., Inc.
Faber, A. W.—Castell Pencil Co., Inc.
Gabe Mfg. Corp.
IDL MFG. & SALES CORP.
Kirk Plastic Co.
MAYLINE CO., INC.
Morilla Co., Inc.
National Fiberstok Envelope Co.
Old Dutch Line
Parisian Novelty Co.
Phillips Ribbon & Carbon Co., Inc.
Plastic Fabricators Co.
Remington Rand Inc.
Spaide, Al
SPEED PRODUCTS CO., INC.
Stationers Guild of America

Expense Books

(See Books, Expense)

Eyelet Punches

(See Punches, Eyelet)

Eyelets (Metal)

American Brass Co.
Atlas Tack Corp.
Barrett Bindery Co.
Bates Mfg. Co.
Eyelet Tool Co.
Gabe Mfg. Corp.
IDL MFG. & SALES CORP.
Matthews, James H., & Co.
Oakville Co.
Sargent & Co.
Sibley, Edward L., Mfg. Co., Inc.
Stimpson, Edwin B., Co.
Waterbury Companies, Inc.

Eyelets and Patches (Gummed Cloth)

(See Gummed Cloth Eyelets and Patches)

Eyeshades

BLANK, ARTHUR, & CO., INC.
Elliott, B. K., Co.
Kirk Plastic Co.
New Era Optical Co.
Stationers Specialty Corp.
Weeks, Frank A., Mfg. Co.

Factory Equipment (Benches, Work)

Angle Steel, Inc.
BERGER MFG. DIV.
Bernard Franklin Co., Inc.
CASPER, IRWIN, INC.
Challenge Machinery Co.
Evans Metal Products Inc.
Fort Steuben Metal Products Co.
Interior Steel Equipment Co.
Ken-Ro-Bil Corp.
LYON METAL PRODUCTS, INC.
MODERN STEELCRAFT, INC.
Royal Metal Mfg. Co.
Sarvis Mfg. Co.
Supreme Steel Products, Inc.
Universal Steel Equipment Corp.

Factory Equipment (Bins)

Angle Steel, Inc.
Bay Products, Inc.
BERGER MFG. DIV.
Bernard Franklin Co., Inc.
BORROUGHS MFG. CO.
CASPER, IRWIN, INC.
Evans Metal Products Inc.
Fort Steuben Metal Products Co.
General Fireproofing Co.
Hall, Gordon L., Co.
Hirsh, S. A., Mfg. Co.
Interior Steel Equipment Co.
LYON METAL PRODUCTS, INC.
Shiloh Metal Products Co.
STAR STEEL EQUIPMENT CO., INC.
Supreme Steel Products, Inc.
Universal Steel Equipment Corp.

Factory Equipment (Chairs)

(See Chairs, Factory)

Factory Equipment (Desks)

(See Desks, Factory, Foreman's)

Factory Equipment (Shelving)

(See Shelving)

Factory Equipment (Small Parts Cabinets)

(See Cabinets, Small Parts)

Factory Equipment (Stools)

(See Stools, Factory)

Factory Equipment (Tool Stands)

Angle Steel, Inc.
Bay Products Inc.
Bernard Franklin Co., Inc.
CASPER, IRWIN, INC.
Fort Steuben Metal Products Co.
Interior Steel Equipment Co.
LYON METAL PRODUCTS, INC.
Supreme Steel Products, Inc.
Toledo Metal Furniture Co.

Factory Equipment (Tote Boxes)

Artmor Plastics Corp.
Bay Products Inc.
BERGER MFG. DIV.
Bernard Franklin Co., Inc.
CASPER, IRWIN, INC.
DOLIN METAL PRODUCTS, INC.
Fort Steuben Metal Products Co.
General Fireproofing Co.
Interior Steel Equipment Co.
Jayem Sales Corp.
LYON METAL PRODUCTS, INC.
MASTER METAL PRODUCTS, INC.
MODERN STEELCRAFT, INC.
Pioneer Steel Co.
Plycraft Corp.
Shiloh Metal Products Co.
STAR STEEL EQUIPMENT CO., INC.
TOP FLIGHT PRODUCTS CO., INC.
Union Steel Chest Corp.

Fanfold Forms

(See Forms, Continuous, Fanfold)

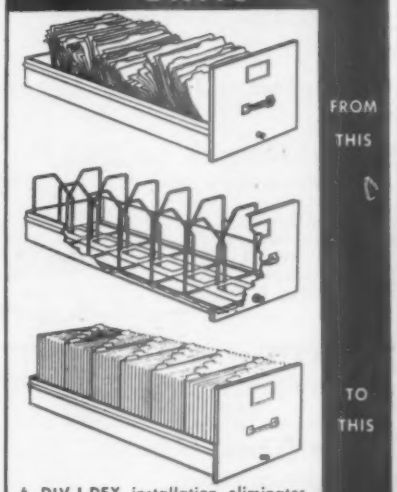
Fans (Electric)

(See also Air Circulators)

Commander Mfg. Co.
Dayton Electric Mfg. Co.
Diehl Mfg. Co.
Emerson Electric Mfg. Co.
Fasco Industries, Inc.
Fresh'nd-Aire Co.
General Electric Co.
Gilbert, A. C., Co.
Hunter Fan & Ventilating Co., Inc.
Kisco Co., Inc.

100% FILING EFFICIENCY WITH

DIV-I-DEX UNITS



A DIV-I-DEX installation eliminates the space consuming follow blocks and divides a file drawer into six flexible compartments. Folders cannot slump — index tabs remain plainly visible, saving time, space and money. At your stationers or write for literature.

CEL-U-DEX CORP.
1 Main St., Brooklyn 1, N. Y.

Lucas Mfg. Co.
Mandel, A., & Co., Inc.
Reynolds Electric Co.
Robbins & Myers, Inc.
Signal Electric Mfg. Co.
Spartan Electric Co.
Sutton, O. A. Corp.
Viking Air Conditioning Corp.
Welch, W. W., Co.
Westinghouse Electric Corp.

Fasteners (File Folder, Tang and Slide)

ACCO PRODUCTS, INC.
Acme Fastener Co.
AMBERG FILE & INDEX CO.
Ames Safety Envelope Co.
BARKLEY, C. L., & CO.
COOKE & COBB CO.
CUSHMAN & DENISON MFG. CO.
ELBE FILE & BINDER CO., INC.
Filing Equipment Bureau, Inc.
Globe-Wernicke Co.
Josephson Mfg. Corp.
LEONARD, CHARLES, INC.
Remington Rand Inc.
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
SPEED PRODUCTS CO., INC.
VICTOR SAFE & EQUIPMENT
Weis Mfg. Co.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Fasteners (Paper, Round and Flat Head)

American Brass Co.
DENNISON MFG. CO.
Dixon Research, Inc.
ELBE FILE & BINDER CO., INC.
Grammes, L. F., & Sons
Hampden Mfg. Co., Inc.
Kelly, F., Co.
LEONARD, CHARLES, INC.
Noesting Pin Ticket Co., Inc.
Oakville Co.
Simonsville Mfg. Co.
SPEED PRODUCTS CO., INC.
Stimpson, Edwin B., Co.
Sufrin, I. & M.
VAIL MFG. CO.

Fasteners (Stapler)

(See Staplers)

Fasteners (Tag)

Denney Tag Co.
DENNISON MFG. CO.
Ennis Tag & Salesbook Co.
National Fiberstok Envelope Co.
National Tag & Label Corp.
Noesting Pin Ticket Co., Inc.
REYBURN MFG. CO., INC.
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(See Glass Desk Top Stripping)

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ART STEEL SALES CORP.
Automatic File & Index Co.
BERGER MFG. DIVISION
CEL-U-DEX CORP.
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(See Catalog Insert, Pages 105-106)
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H-O-N Co., The
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File Folder Labels

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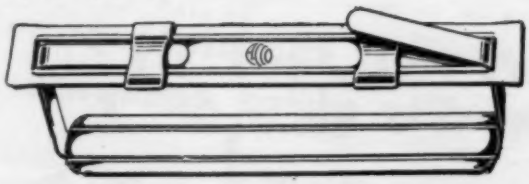

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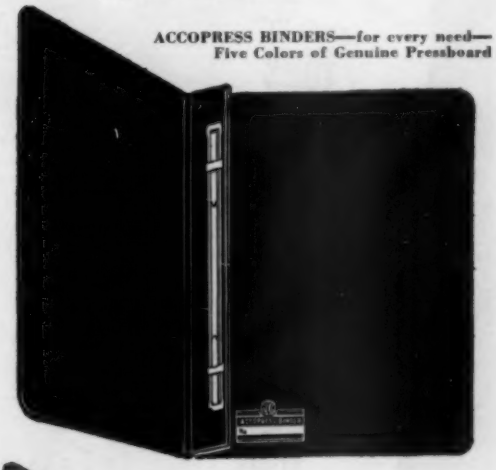

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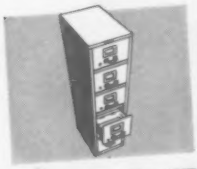

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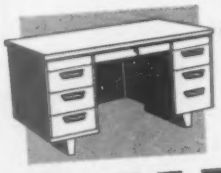
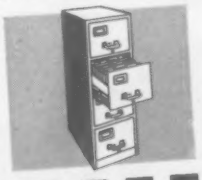


grade "a" **files** — 2900 series 49 styles



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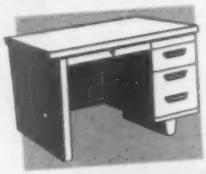
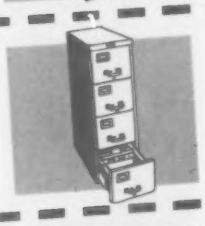
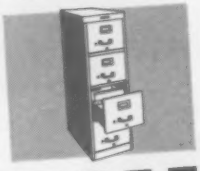


modern **files** — 2800 series

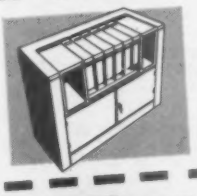


blueprint **cabinets** — 4226 series

business **files** — 2600 series 49 styles



Directoire systematizer. — D-6 12 styles



safety **files** — SAF series

Directoire mobiler — JD-4 3 styles

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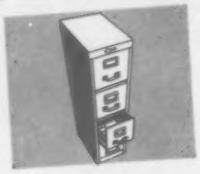

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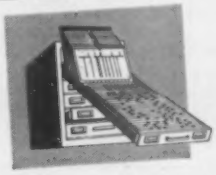

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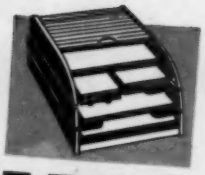

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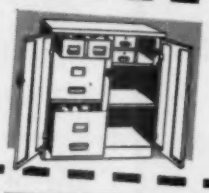
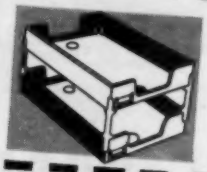


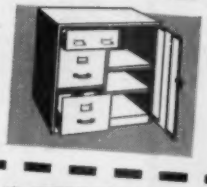
AA1 series

business units



letter tray

one man offices



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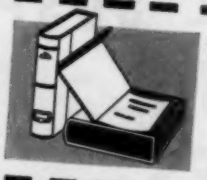

personal file

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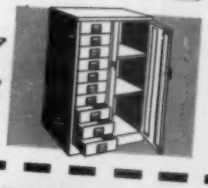
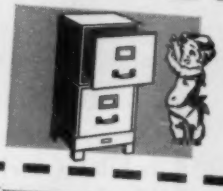


1600 series 24 styles

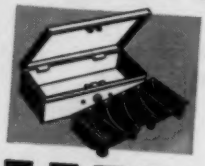
1000 series treasure chest

sectional files



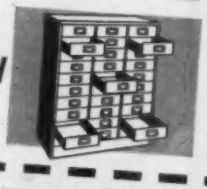
3000 series build-up add-unit

business utilities



cash, bond and office boxes

collators multi-draw units



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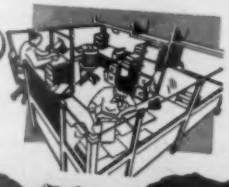

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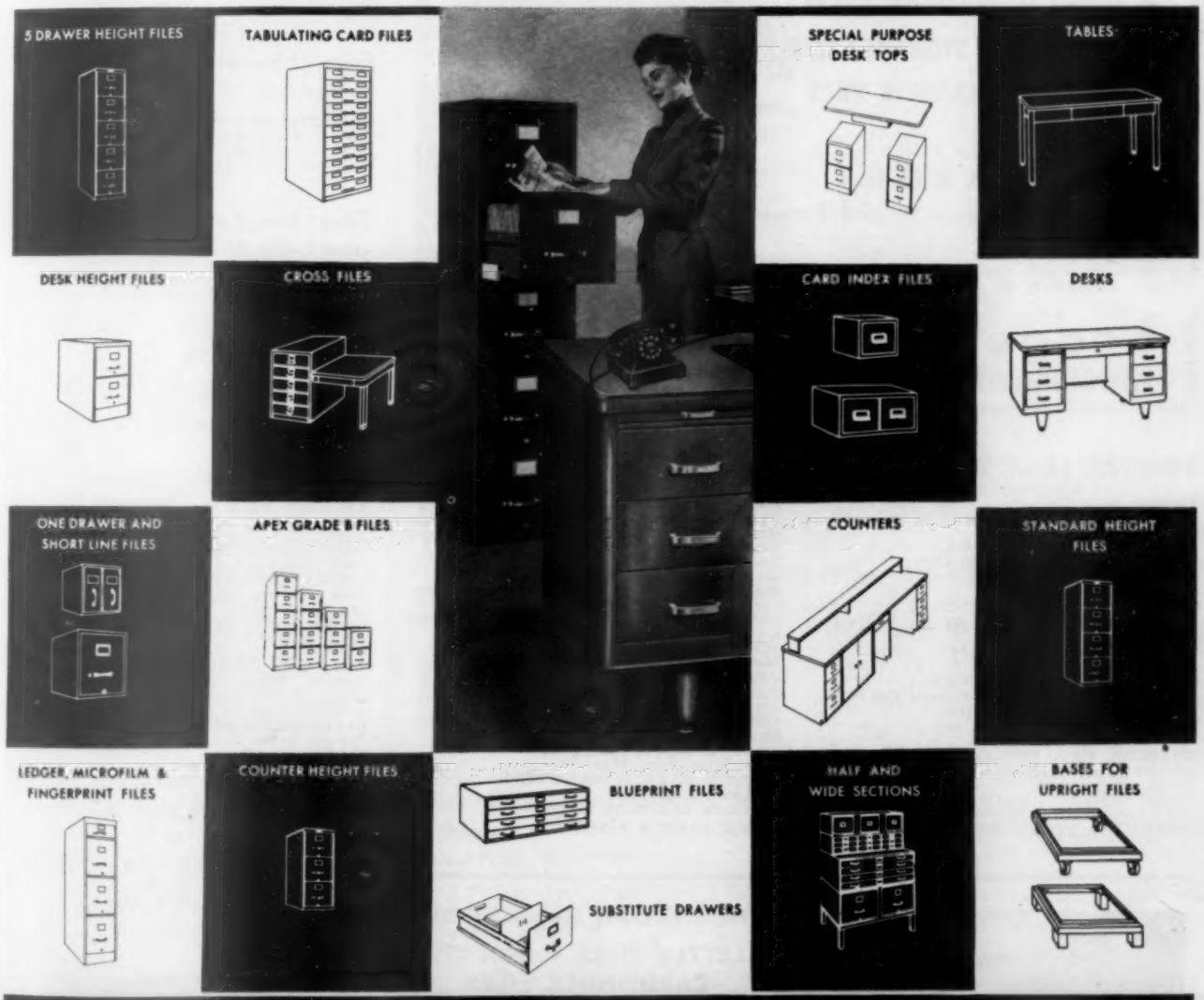

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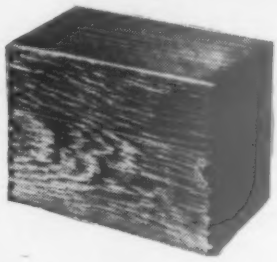

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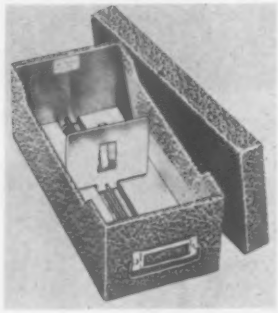

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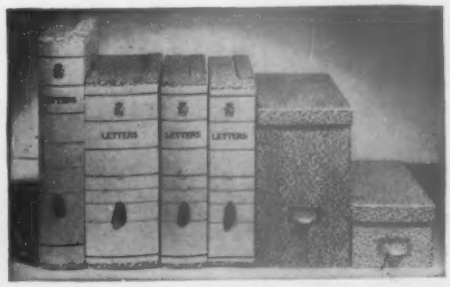

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Automatic File & Index Co.
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(See Catalog Insert, Pages 105-106)
Currier Mfg. Co.

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(Continued from page 146)

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GOODFREND METAL PRODUCTS CO.
Hamilton Metal Products Co.
INVINCIBLE METAL FURNITURE CO.
Jayem Sales Corp.
LYON METAL PRODUCTS, INC.
Maso Steel Products
MAYFAIR CO.
MEILINK STEEL SAFE CO. (INSULATED)
Merriam Mfg. Co.
MODERN STEELCRAFT, INC.
Northwest Metal Products Co.
PEERLESS STEEL EQUIPMENT CO.
Pioneer Steel Co.
Star Office Accessories Co.
TOP FLIGHT PRODUCTS CO., INC.
Union Steel Chest Corp.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
Weis Mfg. Co.
Western Mfg. Co.

Files (Business Card)

AMBERG FILE & INDEX CO.
COOKE & COBB CO.
Currier Mfg. Co.
H-O-N Co., The
Jayem Sales Corp.
LIT-NING PRODUCTS CO.
Marval Mfg. Co.
Rampe Mfg. Co.
RECORDPLATE CO.
Redigraph, Inc.
Vail Co.

Files (Card Index, Box, Fiberboard)

Acme Letter File Corp.
AMBERG FILE & INDEX CO.
ARROW PAPER PRODUCTS CO.
Artistic Desk Pad & Novelty Co.
COOKE & COBB CO.
Edgewater Mfg. Co., Inc.
Globe-Wernicke Co.
HEDGES MFG. CO.
Hoffman, L.
Josephson Mfg. Corp.
National Fiberstok Envelope Co.
OSCO STATIONERY CO.
Yawman and Erbe Mfg. Co.

Files (Card Index, Box, Metal)

All Purpose Metal Equipment Corp.
AMBERG FILE & INDEX CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BAINBRIDGE, KIMPTON & HAUPT, INC.
COLE STEEL EQUIPMENT CO.
(See Catalog Insert, Pages 149-156)
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Dehler Mfg. Co.
Geller, J. R., Co.
General Fireproofing Co.
Globe-Wernicke Co.
H-O-N Co., The
IDL MFG. & SALES CORP.
INVINCIBLE METAL FURNITURE CO.
KEYSTONE STEEL EQUIPMENT CO.
MAYFAIR CO.
MODERN STEELCRAFT, INC.
Northwest Metal Products Co.
NU-CRAFT PRODUCTS CO.
PEERLESS STEEL EQUIPMENT CO.
Pioneer Steel Co.
Remington Rand Inc.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
TOP FLIGHT PRODUCTS CO., INC.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
Vanpe, Inc.
Watson Mfg. Co., Inc.
Weis Mfg. Co.
Yawman and Erbe Mfg. Co.

Files (Card Index, Box, Plastic)

American Plastic Corp.
ART STEEL SALES CORP.
BRUSHMAKERS, INC.
Globe-Wernicke Co.

Files (Card Index, Box, Wood)

Artistic Desk Pad & Novelty Co.
Bandes, Julius, & Co., Inc.

Exciting! New! Different!
PERSONAL FILE BOXES
by Franklin

Model #450 Illustrated $4.50 list

All These "Wanted" Features . . . And Many More!
• 3-piece modern construction—less weight.
• 1-piece deep draw lid for rigidity.
• Rubber feet for protection against scratching.
• Full length piano hinge for years of service. Lid cannot fall back.
• Nickel plated key, lock, handle and label holder.
• Recessed front panel for initials or selling message.
COLORS: Office Grey, Green, Walnut, Black, Yellow, Light Blue, Bright Red, White.
TWO TONE: Grey/Black, Red/White, Yellow/Walnut, Light Blue/Grey.

SPECIFICATIONS:
Lid 22 gauge, body 24 gauge, Resst. furniture steel.
SIZE: 12½" x 10" x 5½"

Mail one of the handy enclosed order cards . . . now!

FRANKLIN METAL PRODUCTS CO.
16 West Kinzie Street • Chicago 10, Illinois

Decatur Industries, Inc.
HEDGES MFG. CO.
Majestic Stationery Co.
Merchants Box Co.
Premier Supply Corp.
Remington Rand Inc.
RISHEL, J. K., FURNITURE CO.

Files (Card Index, Cabinet, Fiberboard)

Artistic Desk Pad & Novelty Co.
Edgewater Mfg. Co., Inc.
Globe-Wernicke Co.
HEDGES MFG. CO.
Hoffman, L.
OSCO STATIONERY CO.
Yawman and Erbe Mfg. Co.

Files (Card Index, Cabinet, Metal)

ALL-STEEL EQUIPMENT INC.
Anderson-Hickey Co., Inc.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BENTSON MFG. CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
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General Fireproofing Co.
Globe-Wernicke Co.
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INVINCIBLE METAL FURNITURE CO.
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PRONTO FILE CORP.
Remington Rand Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Steelcase, Inc.
TOP FLIGHT PRODUCTS CO., INC.
VICTOR SAFE & EQUIPMENT
Watson Mfg. Co.
Weis Mfg. Co.
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Yawman and Erbe Mfg. Co.

Files (Card Index, Cabinet, Wood)

Demco Library Supplies
Gaylord Bros., Inc.
Peters, Frank J., & Sons, Inc.
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Files (Card Index, Tray, Fiberboard)

Acme Letter File Corp.
AMBERG FILE & INDEX CO.
Artistic Desk Pad & Novelty Co.
Globe-Wernicke Co.
HEDGES MFG. CO.
Hoffman, L.
Weis Mfg. Co.
Yawman and Erbe Mfg. Co.

Files (Card Index, Tray, Metal)

All-Purpose Metal Equipment Corp.
Anderson-Hickey Co., Inc.
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ART STEEL SALES CORP.
Automatic File & Index Co.
BENTSON MFG. CO.
BROWNE-MORSE CO.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Dehler Mfg. Co.
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HEDGES MFG. CO.
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Pioneer Steel Co.
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Steel Furniture Mfg. Co.
Shaw-Walker Co.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
VICTOR SAFE & EQUIPMENT
Weis Mfg. Co.
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Files (Card Index, Tray, Wood)

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Bandes, Julius, & Co., Inc.
Decatur Industries, Inc.
HEDGES MFG. CO.
Peters, Frank J., & Sons, Inc.
Premier Supply Co.
Remington Rand Inc.
RISHEL, J. K., FURNITURE CO.
Weis Mfg. Co.

Files (Check, Metal)

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Anderson-Hickey Co., Inc.
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ART STEEL SALES CORP.
Automatic File & Index Co.
BENTSON MFG. CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
COLUMBIA STEEL EQUIPMENT CO.
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(See Catalog Insert, Pages 105-106)
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Watson Mfg. Co.
WESTERN MFG. CO.
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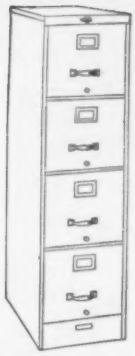

STEEL FILING CASES

Sturdy, smooth operating, built to last for years. Provide all wanted features. Wide variety of styles, sizes and colors.

Designed FOR EFFICIENCY
...Built FOR LONG LIFE

For many years Berger Steel Office Equipment has been the choice of leading business establishments of every type—because it combines utmost efficiency, unsurpassed durability, attractive appearance and low cost. Expert design, sound engineering, careful craftsmanship and skillful fabrication produce equipment that satisfies the most exacting users.

Write us for catalogs:
Steel Desks and Tables • Steel Filing Cabinets • Storage Cabinets • Book Shelf Units • Transfer Cases • Lockers • Shelving • Shop Equipment.

BERGER
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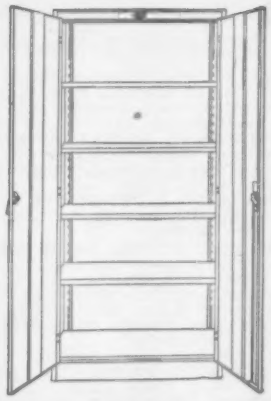
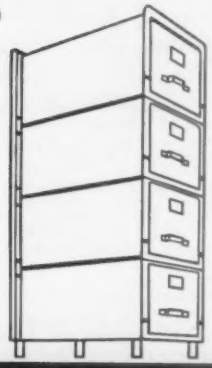
STEEL OFFICE EQUIPMENT



STEEL STORAGE CABINETS

Unlimited use in offices, shops, stores, hospitals, schools. Sturdy, strong. Various sizes, styles and finishes.

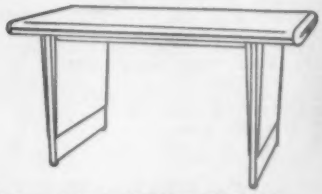


STEEL TRANSFER CASES

Safe, economical storage for inactive records. Heavy channel frame construction permits high stacking and saves space.

NEW 5000 SERIES DESKS

Completely new design and construction. Interchangeable tops, pedestals, drawers. Wonderful new "eye-comfort" tops. New 29½" height.



NEW 5000 SERIES TABLES

Perfect matching companion units for Berger Desks. New advanced design; eye-comfort top. The last word in office furniture.

BERGER MANUFACTURING DIVISION • REPUBLIC STEEL CORPORATION, CANTON 5, OHIO

Files (Combination, Filing and Storage)

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ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
COLE STEEL EQUIPMENT CO., INC.
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Challenger Steel Products Corp.
DORSET STEEL EQUIPMENT CO.
Durable Metal Products Co.
Futuramic Steel Products Co.
Geller, J. R., Co.
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HEDGES MFG. CO.
Hillside Metal Products, Inc.
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Remington Rand Inc.
Shaw-Walker Co.
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ART STEEL SALES CORP.
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Challenger Steel Products Corp.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
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Hillside Metal Products, Inc.
INVINCIBLE METAL FURNITURE CO.
KEYSTONE STEEL EQUIPMENT CO., INC.
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Northwest Metal Products Co.
PEERLESS STEEL EQUIPMENT CO.
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Shaw-Walker Co.
Steelcase, Inc.
VICTOR SAFE & EQUIPMENT
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ART STEEL SALES CORP.
Automatic File & Index Co.
BERGER MFG. DIVISION
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(See Catalog Insert, Pages 149-156)
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Dray Mfg. Co.
Durable Metal Products Co.
General Fireproofing Co.
INVINCIBLE METAL FURNITURE CO.
LYON METAL PRODUCTS, INC.
Northwest Metal Products Co.
PEERLESS STEEL EQUIPMENT CO.
SECURITY STEEL EQUIPMENT CORP.
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Watson Mfg. Co.
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Files (Counter High)

(See also Counter Height Equipment)

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ART STEEL SALES CORP.
Automatic File & Index Co.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
DOLIN METAL PRODUCTS, INC.
Dray Mfg. Co.
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Globe-Wernicke Co.
INVINCIBLE METAL FURNITURE CO.
KEYSTONE STEEL EQUIPMENT CO.
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Metalstand Co.
PEERLESS STEEL EQUIPMENT CO.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
VICTOR SAFE & EQUIPMENT
Watson Mfg. Co.
WELHAM METAL PRODUCTS CO.
WESTERN MFG. CO.

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Angle Steel, Inc.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
COLUMBIA STEEL EQUIPMENT CO.
Hamilton Mfg. Co.
INVINCIBLE METAL FURNITURE CO.
Shaw-Walker Co.
Yawman and Erbe Mfg. Co.

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ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BROWNE-MORSE CO.
COOKE & COBB CO.
DOLIN METAL PRODUCTS, INC.
Globe-Wernicke Co.
INVINCIBLE METAL FURNITURE CO.
Josephson Mfg. Corp.
Kay-Dee Co., The
Northwest Metal Products Co.
NU-CRAFT PRODUCTS CO.
Remington Rand Inc.
SMEAD MFG. CO., INC.
VICTOR SAFE & EQUIPMENT
Watson Mfg. Co.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Cole's "HEAVYWEIGHT" Stand →

e utmost protection for your costly electric bookkeeping machines typewriters. Protruding drop leaves, designed for operator com-rt, improves work efficiency. Bottom shelf for books or personal longings. Made of extra heavy 18 gauge steel, electrically welded roughout. Cannot tip or tilt. The smooth rolling, ball bearing sters are retractable at the flip of a lever. Cole's "HEAVYWEIGHT" and will not move when lever is set. Two drop leaves open up to 3" x 25" x 26" high. Non-skid top holds machine firmly in place. ive green or Cole gray baked enamel finish.

30 DAYS FREE TRIAL
To prove this is the best stand made for heavy office machines

No. 777 **$34.50**

No. 2810
$39.95

←**10 EXCITING COLORS:**
Granite Gray...Oak Leaf Green Wine... Saddle Tan... Brown Terra Cotta...Sapphire Blue... and soft pastel shades of Coral ...Apple Green...and Russet.

No. 759
$10.95

Cole's "ALL-PURPOSE" Stand

Use it as a typewriter table, "TV" stand or work bench. Has a center desk drawer for supplies and a shelf for books that makes it ideal as a student's desk. Also is mighty handy in the kitchen. Rolls smoothly on four quality casters . . . opens up to 39" x 17" and is typewriter desk height. Heavy gauge steel and strong piano hinges. Will last a lifetime. Green or gray.....No. 759 **$10.95**

No. 757 The same table as above . . . without the center drawer. Made of the same heavy gauge steel throughout.....**$8.95**

"SECRETARY" Chair

Eliminates fatigue and corrects improper posture. Brushed aluminum frame. Has four-way adjustment. Upholstered with thick foam rubber and covered with DuPont's famous Fabrilite . . . one piece drawn base equipped with kick plates.....No. 2810 **$39.95**

"ALL-PURPOSE" File

Two letter files and three adjustable storage compartments under lock and key. Plus double drawer for 3x5 or 4x6 cards (3200 cap.). 30½" wide, 32" high, 17" deep. Green or gray.....No. 370 **$43.95**

With plunger lock for all drawers.....No. 370PL **$51.45**

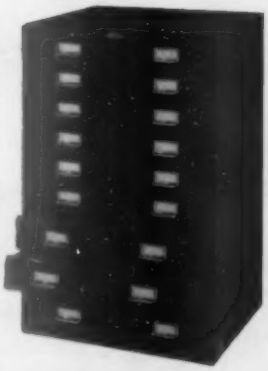
Grained Walnut, Mahogany or Knotty Pine....add **$12.50**

AMPLE" Cabinets

tects samples, art work, ctros, etc. Heavy gauge el. Smooth gliding drawers for sizes up to 19"x24". een or gray.

DRAWERS 22⅞" wide, 3" h, 17½" deep. Cabinet : 25⅝" wide, 37½" high, deep....No. 1722 **$59.95**

DRAWERS 24⅝" wide, " high, 19½" deep. Cab-size 27¾" wide, 37½" h, 20¼" deep.
No. 1924 **$74.50**



"MAILING LIST" CABINETS

Ideal for Offices and Libraries

Designed for card record systems. Bail suspension prevents accidental withdrawal of drawers from cabinet. Lock compressors for extra record protection. Additional sections can be added. Heavy steel, green or gray baked enamel finish.

12 DRAWER UNITS (Low Counter-Height) **19,200 cap.**

No.	Card Size	Width	Height	Depth	Price
4-3353	3x5	18¾"	37½"	16"	$ 58.00
4-3463	4x6	21¾"	37½"	16"	67.50
4-3583	5x8	27¾"	37½"	16"	79.50
*4-3693	6x9	30½"	52¼"	16"	107.50
4-3373	Tabulating Card	25½"	37½"	16"	97.80

*Height to match 4 drawer file instead of low counter-height.

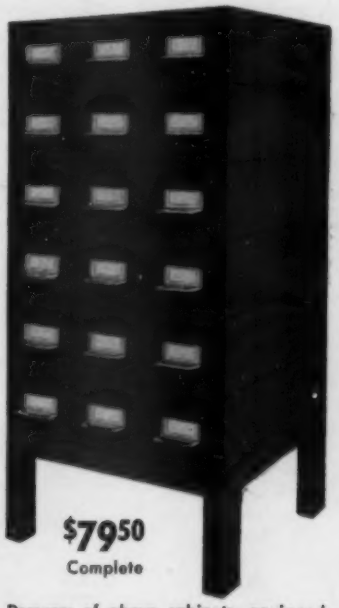
15 DRAWER UNITS (4 drawer file height) **24,000 cap.**

‡5-3353	3x5	18¾"	37½"	16"	$ 67.50
5-3463	4x6	21¾"	52¼"	16"	82.50
5-3583	5x8	27¾"	52¼"	16"	100.00
5-3693	6x9	30½"	52¼"	16"	135.00
‡5-3373	Tabulating Card	25½"	37½"	16"	119.75

‡Low counter height instead of 4 drawer filing cabinet height.

18 DRAWER UNITS (4 drawer file height) **28,800 cap.**

6-3353	3x5	18¾"	52¼"	16"	$ 79.50
6-3463	4x6	21¾"	52¼"	16"	100.00
6-3583	5x8	27¾"	52¼"	16"	118.00
6-3693	6x9	30½"	52¼"	16"	160.00
6-3373	Tabulating Card	25½"	52¼"	16"	139.20



$79.50
Complete

Drawers of above cabinets, equipped with locks, add **$2.10** per drawer.

With rods for punched cards, add **$3.00** per drawer.

CUTS OR PHOTOGRAPHS OF ALL COLE PRODUCTS AVAILABLE ON REQUEST

Prices slightly higher in Texas, Colorado, West of the Rockies and outside of U.S.A.

SEND FOR OUR LATEST CATALOG

COLE STEEL EQUIPMENT CO., INC.

NEW YORK 285 MADISON AVENUE • **CANADA** COLE STEEL INTERNATIONAL, LTD. 329 DUFFERIN STREET, TORONTO, ONTARIO

Cole's STEEL CARD CABINETS

One Drawer Units

NO.	CARD SIZE	CAPACITY	WIDTH	HEIGHT	DEPTH	PRICE
C335	3x5	1600 Cards	6⅝"	5⅛"	16"	$3.60
C346	4x6	1600 "	7⅝"	6⅛"	16"	4.20
C358	5x8	1600 "	9⅝"	7⅛"	16"	5.40
C369	6x9	1600 "	10⅝"	8⅛"	16"	8.40
C337	Tabulating Card	1600 "	9"	5¼"	16"	7.45

Two Drawer Units

C3352	3x5	3200 Cards	12¾"	5⅛"	16"	$6.30
C3462	4x6	3200 "	14¾"	6⅛"	16"	7.20
C3582	5x8	3200 "	18¾"	7⅛"	16"	9.60
C3692	6x9	3200 "	20¾"	8⅛"	16"	12.00
C3372	Tabulating Card	3200 "	17⅜"	5¼"	16"	14.95

Three Drawer Units

C3353	3x5	4800 Cards	18¾"	5⅛"	16"	$12.00
C3463	4x6	4800 "	21¾"	6⅛"	16"	15.00
C3583	5x8	4800 "	27¾"	7⅛"	16"	18.00
C3693	6x9	4800 "	30½"	8⅛"	16"	25.00
C3373	Tabulating Card	4800 "	25½"	5¼"	16"	21.95

"Higher Than Wide" CABINETS

One Drawer Units

NO.	CARD SIZE	CAPACITY	WIDTH	HEIGHT	DEPTH	PRICE
C364	6x4	1600 Cards	5⅜"	8"	16"	$8.40
C385	8x5	1600 "	6⅝"	10"	16"	12.00
C396	9x6	1600 "	7⅝"	11"	16"	14.40

Two Drawer Units

C3642	6x4	3200 Cards	12¾"	8"	16"	$14.40
C3852	8x5	3200 "	12¾"	10"	16"	16.20
C3962	9x6	3200 "	14¾"	11"	16"	19.20

Three Drawer Units

C3364	6x4	4800 Cards	14¾"	8"	16"	$20.00
C3385	8x5	4800 "	18¾"	10"	16"	24.00
C3396	9x6	4800 "	21¾"	11"	16"	30.00

DOCUMENT FILE THREE DRAWER UNIT

NO.	FOR FORMS	CAPACITY	WIDTH	HEIGHT	DEPTH	PRICE
C3105	10½"x5"	1000 leases	18¾"	12½"	16"	$19.95

LOCKS for all units on this page $2.10 per drawer.

All cabinets on this page available in olive green or Cole gray baked enamel finish.

COLE'S "Interlock" SYSTEM

Cole's popular interlocking units w house every office record. Order th sections that suit your present need Add other sections as your business r quires them. Green or gray finish.

Illustrated above . . .

"COMBO" UNIT Letter Size

The illustration above has a letter file, private safety cabinet with lock and k plus two 4x6 card drawers (3200 cap 14¾" w, 36¾" h, 16" d., base include

No. 706 **$37.45**

"COMBO" UNIT Legal Size

Has a legal file, an extra large priva safety cabinet with lock and key plus tw 5x8 card drawers (3200 cap.). 18¼ wide, 37½" high, 16" deep, ba included.

No. 707 **$44.25**

Ⓐ	No. 3462	For 4x6 cards	$ 7.
Ⓑ	No. 111	Letter Size File	12.
	No. 222	Legal Size File	14.
Ⓒ	No. 121	Safety Cabinet	12.
	No. 151	Jumbo Size Safety Cabinet	14.
Ⓓ	No. 111B	Sanitary Base for Letter Size	6.
	No. 222B	Sanitary Base for Legal Size	6.

COLE STEEL EQUIPMENT CO., INC.

NEW YORK 285 MADISON AVENUE • **CANADA** COLE STEEL INTERNATIONAL, LTD. 329 DUFFERIN STREET, TORONTO, ONTARIO

HECK or DRAFT File

r cancelled checks, notes, drafts or
her office forms up to 10½" wide x
½" high. Equipped with spring com-
essor. 12¾" wide, 6⅛" high, 16"
ep. Can be interlocked. Heavy
el, green or gray. No. 1250 **$12.50**

th lock ..... No. 1250L **$14.60**

No. C1505 **$14.95**

Heavyweight vault with Combina-
n Dial Lock . . . extra heavy steel
, brass handles . . . electrically
lded throughout. 16" wide, 7¾"
gh, 12" deep. Gray baked enamel
ish.

. 180Y **$9.50**

real safe place for your valuables.
avy steel . . . electrically welded
roughout . . . Yale Paracentric lock.
reen baked enamel finish. 11¼"
ide, 4⅜" high, 7⅜" deep.

No. 2906
$59.00

Cole's STEEL SAFE

mplete with two safety vault boxes
ubly protected by an outer door.
s a Yale 3 wheel screw wedge com-
nation lock with three interlocking
lts. Constructed of heavy gauge
eel, 14¾" wide, 30½" high, 28⅝"
ep. Green or gray.

o. 2900 Same as above but with
djustable shelf replacing above
o. 2906 interior **$59.00**

ained finishes **$9.00** additional.

Cole's "EFFICIENCY" FILE

A roller bearing, letter file with lock and key. Equipped with 25 blank, angular, metal tabbed, hanging folders with additional A to Z inserts. Constructed of extra heavy gauge steel, electrically welded throughout. 14¾" wide, 12½" high, 16" deep. Green or Cole gray baked enamel finish.

LETTER SIZE No. 111-HFLO **$17.70**

LEGAL SIZE As above but 17¾" wide, with 25 legal size hanging folders ..... No. 222HFLO **$19.95**

Above "EFFICIENCY" Files without locks, deduct $2.75

COLE'S "HANDY" FILE

Makes all your records easily accessible. Fits into your desk drawer. Can also be used on desk top. Consists of a steel filing unit containing 25 angular, metal tabbed, hanging folders with A to Z inserts. 13" wide, 10" high, 12" deep. Olive green or Cole gray baked enamel finish..

No. 805HF
$8.45

STEEL "SAFETY" FILE

Keeps your records away from prying eyes. Has a large, combination dial lock for your protection. Only YOU know the combination. Equipped with smooth gliding ball-bearing rollers for easy action. Heavy steel, green or gray.

No.		INSIDE DIMENSIONS Wide	High	Deep	Price
1200Y	Letter Size	12½"	10½"	24"	**$14.50**
1500Y	Legal Size	15½"	10½"	24"	**15.25**

Low Cost PRONTO "Perfect" Files

- **Low cost record protection**
- **Dust-proof • Accessible**
- **Steel locking mechanism**
- **Use steel files over again**

Transfer your old records into these low cost files . . . use your expensive steel equipment over and over again. Made of extra heavy fibre board with steel reinforced top, patented locking mechanism and steel handles. Finished in olive green. Labels and 19 different headings FREE with each file.

No.	Suggested Use	Inside Dimensions Wide	High	Deep	PRICE Single Lots	Carton Lots
1	Letter Size	12⅛"	10⅛"	24"	**$1.90**	**$1.80**
2	Letter Size	12⅛"	10⅛"	20"	**1.90**	**1.80**
4	Legal or Cap	15⅛"	10⅛"	24"	**2.30**	**2.20**
5	Invoices	10¼"	8½"	24"	**1.90**	**1.80**
7	Ledger Sheets	12¼"	13"	20"	**2.20**	**2.10**
8A	8½x11 Ledger Sheets	8¾"	11½"	18"	**1.85**	**1.75**
11	Index Cards–4x6	6"	4½"	24"	**1.50**	**1.40**
13	Tabulating Cards	7⅜"	3⅜"	24"	**1.40**	**1.30**
18	Deposit Slips	8"	4"	24"	**1.40**	**1.30**

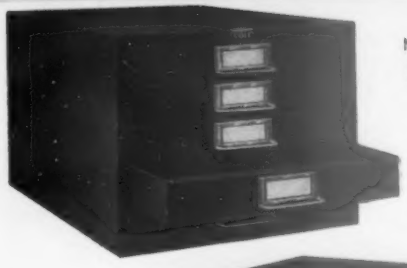
No.	Suggested Use	Inside Dimensions Wide	High	Deep	PRICE Single Lots	Carton Lots
19A	Forms–8½x5¾	8½"	5¾"	24"	**$1.55**	**$1.45**
23	Drafts or Checks	9"	4¼"	24"	**1.55**	**1.45**
27	Freight Bills	9⅛"	7"	24"	**1.85**	**1.75**
34	Ledger Sheets	13½"	9¼"	24"	**2.35**	**2.25**
35A	Vouchers	4½"	10"	24"	**1.65**	**1.55**
36	Documents (Upright)	5"	11½"	24"	**1.65**	**1.55**
37	Documents (Upright)	5"	9½"	24"	**1.65**	**1.55**
38	Bills of Lading	8"	9"	24"	**1.90**	**1.80**

No. 1 and No. 4 files packed 6 to a carton—all others 12 to a carton.

Prices slightly higher in Texas, Colorado, West of the Rockies and outside of U.S.A.

COLE STEEL EQUIPMENT CO., INC.

NEW YORK 285 MADISON AVENUE • **CANADA** COLE STEEL INTERNATIONAL, LTD. 329 DUFFERIN STREET, TORONTO, ONTARIO



No. C166
$12.50

No. C266
$19.95

center partition removable

"LEGAL BLANK" CABINETS

For legal forms, electros or office forms. Heavy steel, drawers are equipped with rear hood for protection of contents. Rubber feet prevent marring of furniture. Green or gray.

	Cabinet Size			Inside Drawer			
No.	Wide	High	Deep	Wide	High	Deep	Price
C166	14¾"	12½"	16"	13¼"	2"	15⅜"	$12.50
C266	18¾"	12½"	16"	17¼"	2"	15⅜"	19.95

COLE'S PORTABLE DESK FILES

A work organizer and a pull drawer letter file combined. Upper section with lift cover for visible records, under lock and key. Lower drawer glides smoothly on a ball bearing double cradle suspension. Swivel casters, and compressors. Heavy steel, green or gray. 30½' high.

No. 854 **$44.95**

SPECIFICATIONS

	Wide	High	Deep
LETTER SIZE No. 854			
Upper Section	13"	10¾"	24¾"
File Drawer	12¼"	10½"	24½"
LEGAL SIZE No. 858			
Upper Section	16"	10¾"	24¾"
File Drawer	15¼"	10½"	24½"

NOTE: These "drop shelves" help keep records orderly and add convenience to filing.

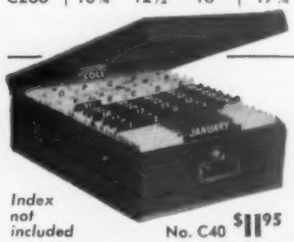
No. 855
$49.20

No. 856
$53.45

PRICES

	Green or Gray	Grained Finishes
PORTABLE DESK FILE		
No. 854 Letter Size	$44.95	$53.9
No. 858 Legal Size	54.95	63.9
WITH ONE SHELF		
No. 855 Letter Size	49.20	60.3
No. 859 Legal Size	59.20	70.3
WITH TWO SHELVES		
No. 856 Letter Size	53.45	66.7
No. 860 Legal Size	63.45	76.7

Grained finishes are Walnut, Mahogany or Knotty Pine.



Index not included

No. C40 **$11.95**

BANKER'S NOTE FILE

For safe filing of notes. Inside dimensions, 11⅜" wide, 5⅜" high, 15¼" deep. Green or grey.

COMPLETE SET OF INDEXES FOR ABOVE

Consists of 1 set ea. A-Z, Daily, Monthly, Past Due, Demand, and special guides.....**$8.00** Set

ROLL-AWAY FILE

A low cost portable steel file for quick reference. Top and bottom sections under lock and key. Upper compartment, regulation letter size. Lower storage compartment, 13¾" wide, 24" deep. Overall size 14" wide, 30½" high, 25" deep. Green or gray finish.

FREE! 25 Hanging "Steel Tab" folders FREE with every 5426R file.

No. 5426R **$34.95**

Cole's STEEL COUNTERS

No. 588 **$159.50**

STEEL WALL UNIT

27 roomy drawers—9" wide, 3½" high, 16" deep. Six adjustable compartments . . . three of them protected by two doors under lock and key. Shelves of bottom unit are 30" wide, 16" deep. Upper shelves 30" wide, 9" deep, adjustable on 2" centers. Green or gray.

SPECIFICATIONS

Overall width .....7', 7½"
Overall height .....62½"
Overall depth .....17"

No. 561 **$214**

4 SECTION Unit
(10 feet wide)
No. 562 **$264.95**

5 SECTION Unit
(12½ feet wide)
No. 563 **$299.50**

3 SECTION UNIT

Nine adjustable compartments. Addition shelves can be added. A steel counter top w attractive aluminum trim covered with hea linoleum. Shelves are 28¼" wide, 26" dee Counter size: 7½ feet wide, 40" high, 2 deep. Green or gray finish. Shipped K.D.

No. 561 **$214.**

Without the linoleum covered steel counter t deduct $87.45 from above price.

Prices slightly higher in Texas, Colorado, West of the Rockies and outside of U.S.A.

SEND FOR OUR LATEST CATALOG

COLE STEEL EQUIPMENT CO., INC.

NEW YORK 285 MADISON AVENUE • **CANADA** COLE STEEL INTERNATIONAL, LTD. 329 DUFFERIN STREET, TORONTO, ONTARIO

TURN WASTE SPACE INTO VALUABLE SPACE

Sturdily constructed of heavy gauge steel yet costs less than wood. Will last a lifetime. Shelves are adjustable on 2" centers. Olive green or Cole gray.

No. 586

←PARTS CABINET

Contains 27 drawers (inside dimensions 9" x 3½" x 12"), overall dimensions: 30½" wide, 87" high, 13½" deep. Shelves, adjustable on 2" centers, are 30" wide x 9" deep.

No. 586 ..... **$69.00**

No. 587—Same as above but with drawers 16" deep instead of 12" deep **$77.50**

STEEL WALL UNITS→

Lower unit with 3 adjustable compartments under lock and key. 30½" wide, 87" high, 17" deep. Shelves in bottom cabinet 30" wide x 16" deep. Shelves above cabinet 30" wide x 9" deep..... No. 582 **$68.95**

No. 583—Same as above but 75" high and all shelves 30" wide x 16" deep. **$69.95**

Additional shelves available

No. 582

THE "JUNIOR" FILE

Small enough to fit any nook, large enough to keep your letters, bills and personal papers neat and orderly. Two *full suspension* letter files PLUS a steel safety vault for your valuables hidden from view by an outer door under lock and key. Only YOU know the dial combination. Heavy gauge steel, 17¼" wide, 37½" high, 18⅞" deep. Olive green or Cole gray finish.

No. 198 **$49.95**

Available in Grained Walnut, Mahogany or Knotty Pine finishes at $12.50 additional.

THE "SALESMAN'S" FILE

Contains: two full suspension letter files, a double drawer for 3x5 or 4x6 cards (3200 cap.) also for leases, contracts or cancelled checks. PLUS a secret vault doubly protected by an outer door with a 3-way locking mechanism. Keeps all your records under lock and key. Heavy gauge steel, 17¼" wide, 43" high, 18⅞" deep. Olive green or Cole gray baked enamel finish.

No. 961 **$56.95**

Available in Grained Walnut, Mahogany or Knotty Pine finishes at $12.50 additional.

COMBINATION CABINETS

A safety compartment under lock and key plus a letter file drawer equipped with double cradle suspension. 14¾" wide x 30½" high x 28⅝" deep. Heavy steel, green or gray.

No. 5002 ..... **$48.50**

Grained finishes add $9.00

BOOKCASE SECTIONS

Heavy steel, electrically welded throughout. Keeps supplies and printed matter neat and orderly. Four adjustable compartments 30½" wide, 37½" high, 17" deep. Green or gray.

No. 349S **$29.95**

Additional shelves available.

COLE'S Counter Height INSTALLATIONS

No. 566 **$268.50**

"SAFETY" COUNTER UNIT

Contains three cabinets with nine adjustable compartments under lock and key. Linoleum top with aluminum trim. Heavy gauge steel. Shelves are 28¼" wide, 26" deep. Overall counter size: 7½ feet wide, 40" high, 29" deep. Green or gray baked enamel finish. Electrically welded throughout.

Above without steel, linoleum top, deduct $91.50

CABINET Unit (10 ft. wide) 567..... **$324.50**

CABINET Unit (12½ ft. wide) 568..... **$389.00**

No. 564 **$219.00**

"OFFICE" COUNTER UNIT

Consists of three full suspension letter files, three compartments adjustable on 2" centers. Plus a storage cabinet under lock and key. Shelves are 28¼" wide, 26" deep. Heavy gauge steel, linoleum top 74¾" wide, 40" high, 29" deep. Only the open shelving units are shipped K.D. The cabinets are welded throughout. Green or Gray.

Above without steel, linoleum counter top—deduct $77.75

With an additional letter size, 3 drawer filing cabinet, overall width 7½ feet..... No. 565 **$269.50**

Additional shelves at $5.95 each

COLE STEEL EQUIPMENT CO., INC.

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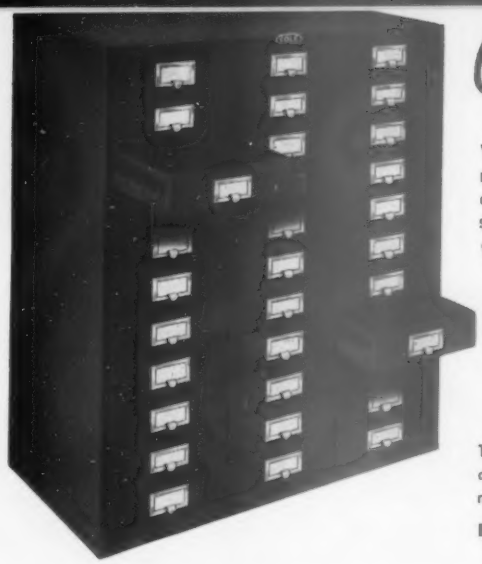
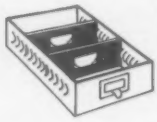


Cole's 33 DRAWER STEEL CABINET

360 Compartment Capacity

Will pay for itself many times over in locating and safe-guarding important matter. For hardware, tools, catalogs, printed matter, cancelled checks, artwork, cuts, etc. Inside drawer dimensions: 8⅝" wide, 2¾" high, 12" deep. Cabinet size: 30⅝" wide, 37½" high, 13½" deep. Heavy duty steel, olive green or Cole gray baked enamel finish ..... No. 3312 **$35.95**



DIVIDER PARTITIONS . . . with label holders on them, adjustable on 1" centers. One set divides a drawer into three compartments. No. 133 ..... **49¢** per set (two dividers to a set)

The above cabinet, each drawer equipped with two adjustable dividers, as illustrated, making 99 compartments ..... No. 3312D **$44.95**

BASES FOR ABOVE 14¾" high ..... No. 12D **$12.50**

INDIVIDUAL LOCKERS **$19.95** ea.

FOR SAFETY...SANITATION...EMPLOYEE COMFORT!

Improves employee relationship. Used in offices, factories, or schools. Each locker has a hat shelf, coat rod, one rear and two side hooks and a three way locking device. Aluminum handle with padlock attachment for additional security. Heavy steel construction. Olive green or Cole gray baked enamel finish.

No.		OVERALL SIZE Wide	High	Deep	Price
7801	Single Locker	12"	78"	18"	**$19.95**
7802	Double Locker	24"	78"	18"	**39.60**
7803	Triple Locker	36"	78"	18"	**59.25**

NUMBER PLATES . . . A polished aluminum number plate furnished at no additional charge. Your choice of numbers.

LOCKS: Available with Yale flat key lock, each lock keyed differently . . . $2.10 ea. additional.

FILING STOOL

Makes filing easy, ends fatigue, smooth rolling casters, finest fabricoid top. 11⅝" high, Green, Gray, Red, Blue or Brown.

No. 750 **$8.75**

COLE'S "AIR FLOW" FILES

A heavy duty Grade "A" cabinet with a progressive ball-bearing suspension cradle within a suspension cradle. An outstanding achievement in engineering by COLE, world famous for fine office equipment. Equipped with safety latches and positive side lock compressors. Ruggedly constructed of extra heavy gauge steel, electrically welded throughout. Because of the structural strength of the case work and the effortless ease of its drawer operation, "AIR-FLO" files will last a lifetime. Beautifully finished in Olive green or Cole gray baked enamel.

	SIZE	No.	GREEN OR GRAY	GRAINED* FINISHES	PLUNG LOCK F ALL DRA
2 DRAWERS	LETTER — 14¾" w, desk high, 28⅝" d.	1002	**$54.50**	**$63.50**	$10.75 a
	LEGAL — 17¾" w, desk high, 28⅝" d.	8002	**59.75**	**68.75**	10.75 a
3 DRAWERS	LETTER — 14¾" w, 40" h, 28⅝" d.	1003	**74.50**	**88.75**	11.00 a
	LEGAL — 17¾" w, 40" h, 28⅝" d.	8003	**82.50**	**96.75**	11.00 a
4 DRAWERS	LETTER — 14¾" w, 52¼" h, 28⅝" d.	1004	**81.90**	**96.90**	11.25 a
	LEGAL — 17¾" w, 52¼" h, 28⅝" d.	8004	**93.75**	**108.75**	11.25 a
5 DRAWERS	LETTER — 14¾" w, 60" h, 28⅝" d.	1005	**95.00**	**112.00**	13.00 a
	LEGAL — 17¾" w, 60" h, 28⅝" d.	8005	**108.00**	**125.00**	13.00 a

**Grained finishes are: Walnut . . . Mahogany . . . Knotty Pine*

Prices slightly higher in Texas, Colorado, West of the Rockies and outside of U.S.A.

COLE STEEL EQUIPMENT CO., INC.

NEW YORK 285 MADISON AVENUE • **CANADA** COLE STEEL INTERNATIONAL, LTD. 329 DUFFERIN STREET, TORONTO, ONTARIO

Top quality "RECORD-CARD" files at rock bottom prices...

No. 323

A combination file for index cards and other records. Three full suspension letter size drawers glide smoothly on ball bearing rollers. Also two drawers for 3x5 or 4x6 cards (8000 cap.). 14¾" wide, 52¼" high, 26⅝" deep. Green or gray.
No. 323 **$57.50**

With plunger lock for all drawers. No. 323PL **$67.50**

DESK HEIGHT

Contains one letter size drawer, two drawers for 3x5 or 4x6 cards (7200 cap.), plus a sliding shelf. 14¾" wide, desk high, 24" deep.
No. 321 **$42.50**

With plunger type lock that locks all drawers..... No. 321PL **$51.00**

COUNTER HEIGHT

Contains two letter size drawers plus two drawers for 3x5 or 4x6 cards (8000 cap.), 14¾" wide, 40" high, 26⅝" deep.
No. 322 **$53.95**

With plunger type lock that locks all drawers.....No. 322PL **$62.95**

No. 321

RECORD-CARD File →

Nine double drawers accommodate 3x5 or 4x6 cards (36,000 capacity). 14¾" wide, 52¼" high, 26⅝" deep. Green or gray baked enamel finish.

No. 1234 **$75.00**

No. 1209
$72.50

← CHECK-DRAFT File

Nine drawers will house records up to 10½" wide x 4¼" high. Cabinet size: 12¾" wide, 52¼" high, 26⅝" deep. Green or gray finish.

Plunger type lock that automatically locks all drawers of above cabinets....add **$10.00**

No. 20X

Cole's TELEPHONE TABLES

Contains a secret vault, a suspension letter size drawer ... protected by outer door under lock and key ... plus a compartment for phone books. Linoleum top with aluminum edging. 19" wide, 30½" high, 19" deep. Green or gray.....No. 20X **$59.95**

No. 10X. Same as above but with two storage compartments protected by an outer door under lock and key for personal use, green or gray baked enamel finish **$49.95**

Phone tables are available in Grained Walnut, Mahogany or Knotty Pine finish at **$12.50** additional.

No. 10X

Safeguard

your VALUABLES and VITAL PAPERS

Contains a dial lock secret vault, (only you know the combination). Plus three suspension letter files. Heavy gauge steel. 14¾" wide, 52¼" high, 26⅝" deep. Olive green or Cole gray.

No. 2004D **$59.95**

With additional plunger lock that locks all drawers.
No. 2004DL **$69.95**

SLIDING SHELF CABINET

No. 401 **$43.95**

ding shelves enable you to view contents without pping. Upper shelf valuable as a typewriter table. ply push back after use, then typewriter can be locked ely away. 3 smooth gliding shelves. Heavy steel, " wide, 40⅝" high, 24⅛" deep. Green or gray.

Also used as typewriter desk

DESK HEIGHT

Contains one letter size full suspension drawer plus safety vault. Desk high, 14¾" wide, 24" deep.

No. 2002D **$47.50**

With additional lock for bottom file drawer.....No. 2002DL **$52.00**

COUNTER HEIGHT →

Contains two full suspension letter size drawers plus safety vault. 14¾" wide, 40" high, 26⅝" deep.

No. 2003D **$53.95**

With additional plunger type lock that locks all drawers.....No. 2003DL **$62.95**

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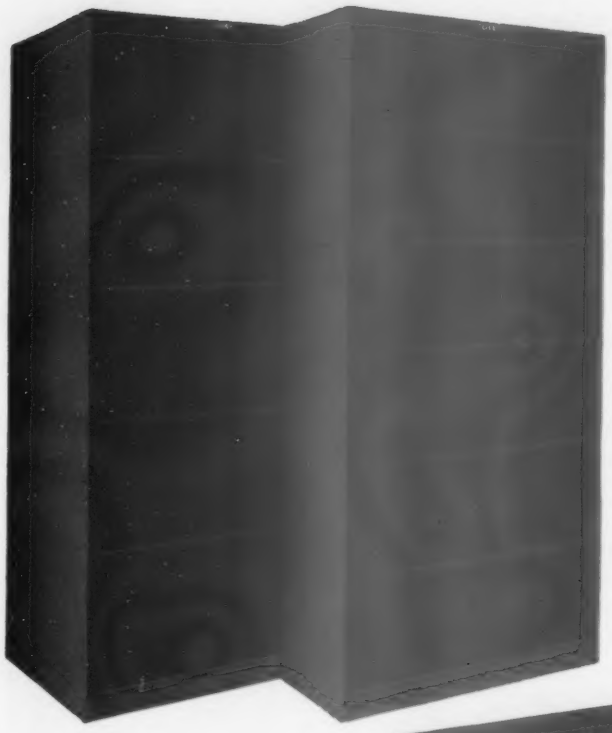


COLE'S STEEL SHELVING UNIT

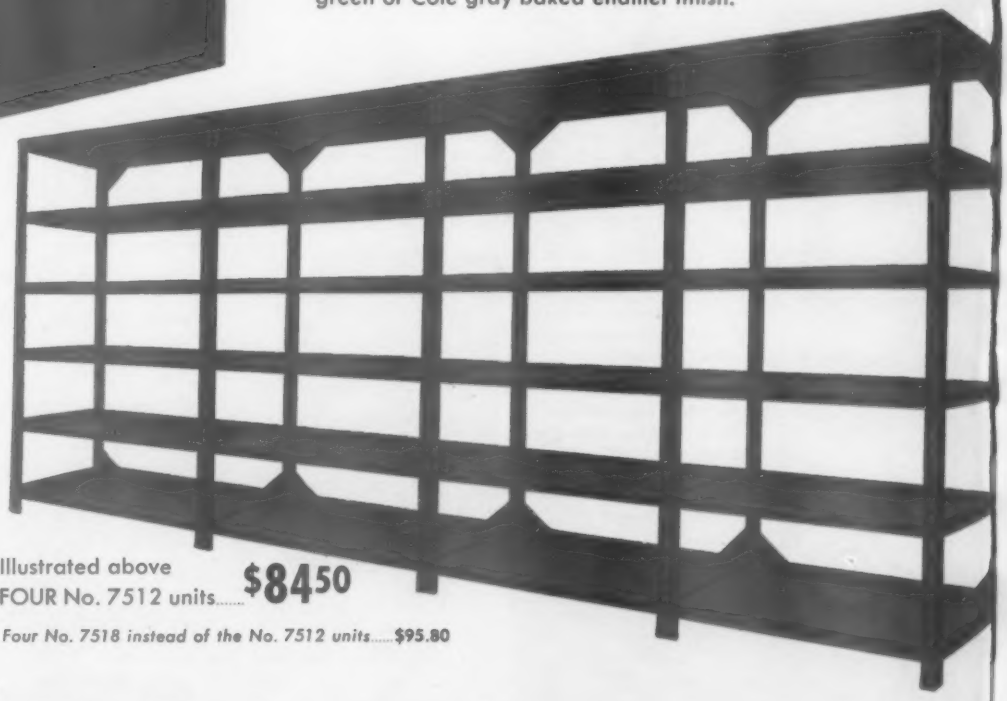
Clean up your office and stockroom NOW

At these low prices you might as well do it today. Don't lay this asi order these units now. Cole units are large, heavy duty shelv cabinets with 50% more capacity than standard units. Built of ex heavy gauge steel (not to be confused with ordinary light gau shelving), yet costs no more than wood. Shelves are adjustable 2" centers, can be raised or lowered, or more shelves added. Ea assembled. An attractive feature of the closed units is the "four-v reinforcement" which give them greater strength. The open shelv units include four heavy steel gusset-plates for extra rigidity. Ol green or Cole gray baked enamel finish.

PRACTICAL
add units as needed

ECONOMICAL
costs less than wood bins

ORNAMENTAL
improves the appearance of your office or stockroom



Illustrated above
FOUR No. 7512 units..... **$84.50**

Four No. 7518 instead of the No. 7512 units.....$95.80

SHELVING UNITS (CLOSED)

No.	Width	Depth	Height	Compartments in Each Unit	ONE UNIT	THREE UNITS	SIX UNITS	Additional Shelves
					Price per unit			
8712	36"	12"	87"	Six	$33.95	$32.95	$29.95	$2.95 ea.
8718	36"	18"	87"	Five	39.95	38.95	35.95	3.95 ea.
8724	36"	24"	87"	Five	49.50	47.75	44.95	4.95 ea.
9XB	30½"	9⅞"	49"	Four	24.95	24.65	24.35	2.60 ea.

SHELVING UNITS (OPEN)

No.	Width	Depth	Height	Shelves in Each Unit	ONE UNIT	THREE UNITS	SIX UNITS	Additional Shelves
					Price per unit			
7512	36"	12"	75"	Six	$22.95	$21.65	$19.95	$2.60 ea.
7518	36"	18"	75"	Six	25.95	24.65	22.95	3.25 ea.
7524	36"	24"	75"	Six	31.00	29.65	27.95	4.95 ea.

ONE No. 7512 unit
$22.95

TWO No. 7512 units
$44.95

Prices slightly higher in Texas, Colorado, West of the Rockies and outside of U.S.A.

CUTS OR PHOTOGRAPHS OF ALL COLE PRODUCTS AVAILABLE ON REQUEST

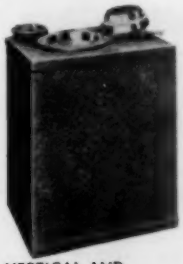
COLE STEEL EQUIPMENT CO., INC.

NEW YORK 285 MADISON AVENUE • **CANADA** COLE STEEL INTERNATIONAL, LTD. 329 DUFFERIN STREET, TORONTO, ONTARIO

1. CARDINEER AND REVELDEX ROTARY CARD FILES

2. V-DEX VERTICAL VISIBLE FILES

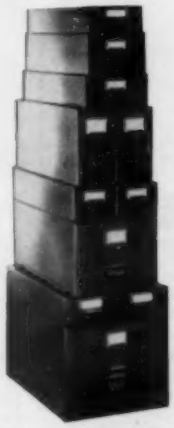
3. MAP AND PLAN DRAWERS



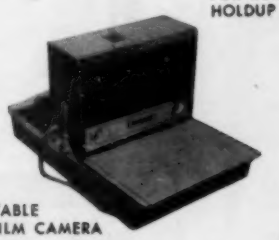
4. VERTICAL AND HORIZONTAL CASHGARDS FOR BURGLARY AND HOLDUP PROTECTION

5. FIRE RESISTIVE SAFES . . . 1, 2 AND 4-HOUR U/L LABELS

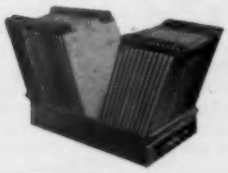
6. CYCLE BILLING AND POSTING DESKS . . . INSULATED AND UNINSULATED



7. SAFE-T-STAK STEEL STORAGE FILES



8. PORTABLE FLOFILM CAMERA



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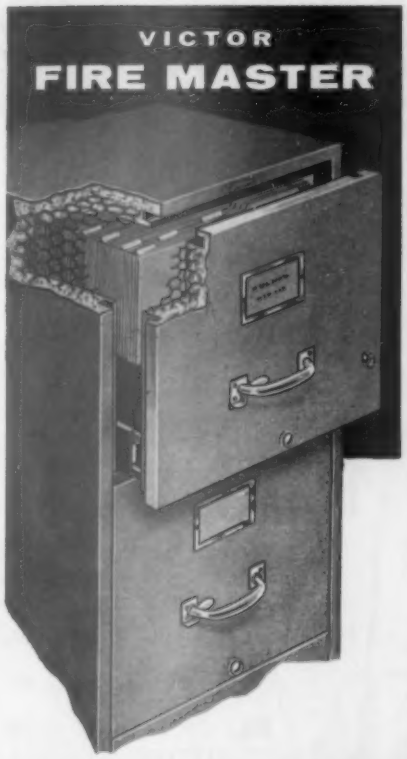

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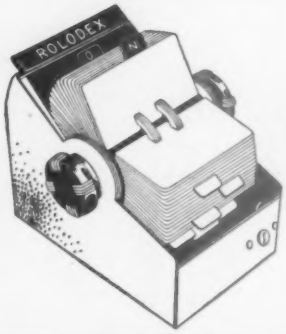

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Mail one of the handy enclosed order cards . . . now!

FRANKLIN METAL PRODUCTS CO.
16 W. Kinzie Street • Chicago 10, Illinois

Files (Stencil, Duplicator, Book Type)

American Writing Ink Co., Inc.
Bohn Duplicator Corp.
DIEBOLD, INC. (TRAY)
Frankel Carbon & Ribbon Co.
Gestetner Duplicator Corp.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
Marr Duplicator Co., Inc.
Mimeo Mfg. Co.
Niagara Duplicator Co.
Old Dutch Line
REPEAT-O-TYPE STENCIL MFG. CO., INC.
Rex-Rotary Distributing Corp.
Ronnie Products, Inc.
SHALLCROSS CO.
Speed-O-Print Corp.
Technygraph Co.

Files (Stencil, Duplicator, Cabinet)

ATLAS STENCIL FILES CORP.
Du Prints, Inc.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
Marr Duplicator Co., Inc.
Metal Specialties, Inc.
Mim-E-O Stencil Files Co.
Rex-Rotary Distributing Corp.
Speed-O-Print Corp.
Technygraph Co.

Files (Stencil, Oil Board)

Diagraph-Bradley Industries, Inc.
Ideal Stencil Machine Co.
MARSH STENCIL MACHINE CO.
Matthews, James H., & Co.

Files (Stick-Spindle)

Grey Iron Casting Co.
IDL MFG. & SALES CORP.
Imperial Fastener Co.
METAL SPECIALTIES MFG. CO.
Modern Desk Pad Mfg. Co.
OFFICE ACCESSORIES CORP.
Redigraph, Inc.
Safe-T-Point Co.
Weeks, Frank A., Mfg. Co.
Worcester Wire Novelty Co.
Wrightsville Hardware Co.

Files (Storage, Fiberboard)

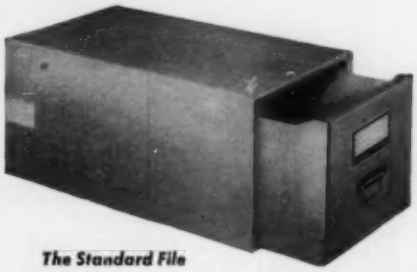
Acme Letter File Corp.
AMBERG FILE & INDEX CO.
ASSOCIATED STATIONERS SUPPLY CO.
BANKERS BOX CO.
(See Catalog Inserts, Pages 39-40, 165-168)
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
Convoy, Inc.
Dandy Storage File Co.
Geller, J. R., Co.
Globe-Wernicke Co.
GUIDE SYSTEM & SUPPLY CO.
HEDGES MFG. CO.
Hoffman, L.
Kay-Dee Co.
Office Equipment Mfg. Company, Inc.
OXFORD FILING SUPPLY CO.
Perfection Box Co.
PRONTO FILE CORP.
(See Catalog Insert, Pages 149-156)
Strayer Coin Bag Co.
Weis Mfg. Co.
Yawman and Erbe Mfg. Co.

Files (Storage, Steel)

ALL-STEEL EQUIPMENT INC.
Anderson-Hickey Co., Inc.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
Cline, K. F., Co., Inc.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Dehler Mfg. Co.
DIEBOLD, INC.
DOLIN METAL PRODUCTS, INC.
Dray Mfg. Co.
Durable Metal Products Co.
FRANKLIN METAL PRODUCTS CO.
Futuramic Steel Products Corp.
Geller, J. R., Co.
General Fireproofing Co.

Oxford

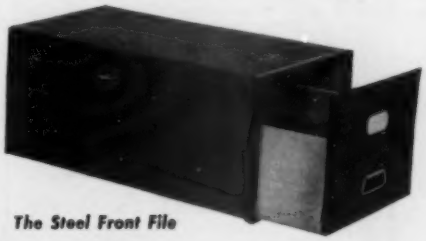
FIBERBOARD FILES



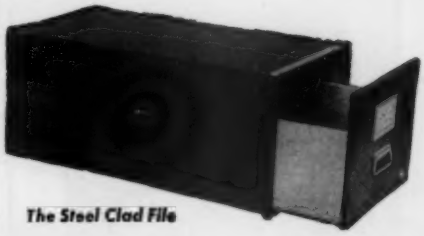
The Standard File

Oxford Standard Files provide a place for stored records that is both economical and convenient.

Made completely of high-test natural color corrugated board, these sturdy files are as easily-accessible as the active files that are in every-day use. They can be stacked six high without sagging. These are the files for services at lowest cost.



The Steel Front File



The Steel Clad File

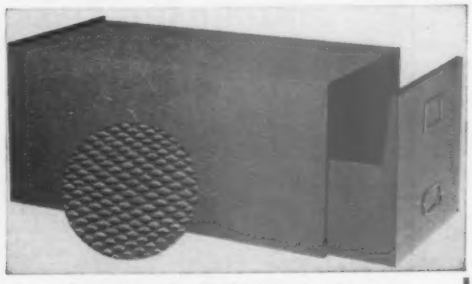
Oxford Steel Front and Steel Clad Files have the color printed on the fiberboard, so that the green will not fade.

With Stak-klips and battery clamps, the files can be locked horizontally and vertically into solid batteries as high as the ceiling. Heavy gauge steel parts add to their strength and durability.

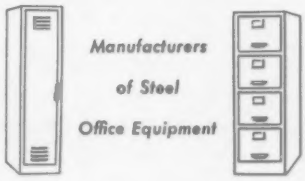
OXFORD FILING SUPPLY CO., INC
Clinton Road • Garden City, N. Y.

America's Most Popular

STEEL TRANSFER CASES



Featuring the RIGIDIZED Steel case priced to compete with cardboard.



Manufacturers of Steel Office Equipment

TOP FLIGHT PRODUCTS CO. INC.
6224 S. Oakley Ave., Chicago, Ill.
Tel. WA 5-7100

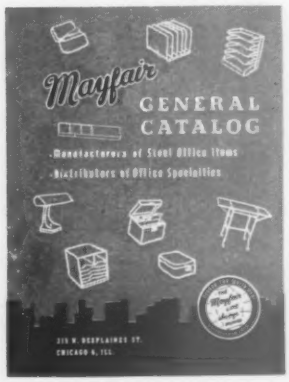
Files (Storage, Steel)

(Continued from page 163)

HEDGES MFG. CO.
HERRING-HALL-MARVIN SAFE CO.
Hillside Metal Products, Inc.
INVINCIBLE METAL FURNITURE CO.
Lonergan Mfg. Co.
LYON METAL PRODUCTS, INC.
MAYFAIR CO.
Metalstand Co.
Midwest Metal Mfg. Co.
MODERN STEELCRAFT, INC.
PARKER STEEL PRODUCTS, INC.
PEERLESS STEEL EQUIPMENT CO.
Record Files, Inc.
Remington Rand Inc.
Remle Corp.
Royal Metal Mfg. Co.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Strayer Coin Bag Co.
TOP FLIGHT PRODUCTS CO., INC.
Werner's Mfg. Co.
Yawman and Erbe Mfg. Co.

AN IMPORTANT CATALOG for Every Dealer's Desk

Write for your Free Copy



Showing the Finest in

Personal Files	Sorting Trays
Card Files	Drawer Trays
Stationery Racks	Waste Baskets
Letter Trays	Typewriter Stands
Check Files	Postal Scales
Lamps	Safety Vaults
Moisteners	Cash Boxes

Transfer Cases

THE MAYFAIR CO.
315 N. DESPLAINES STREET
CHICAGO 6, ILL.

Files (Storage, Steel-Reinforced)

BANKERS BOX CO.
(See Catalog Inserts, Pages 39-40, 165-168)
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
GUIDE SYSTEM & SUPPLY CO.
HERRING-HALL-MARVIN SAFE CO.
Kay-Dee Co., The
OXFORD FILING SUPPLY CO.
PARKER STEEL PRODUCTS, INC.
PRONTO FILE CORP.
(See Catalog Insert, Pages 149-156)
Strayer Coin Bag Co.
Weis Mfg. Co.

Files (Storage, Wood)

Kay-Wood Products, Inc.
Remington Rand Inc.

Files (Tabulating Card, Metal)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BERGER MFG. DIVISION
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
DIEBOLD, INC.
DOLIN METAL PRODUCTS, INC.
Dray Mfg. Co.
Duro Consolidated, Inc.
General Fireproofing Co.
Globe-Wernicke Co.
HERRING-HALL-MARVIN SAFE CO.
INVINCIBLE METAL FURNITURE CO.
Monarch Metal Products, Inc.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Steelcase, Inc.
Tab Products Co.
TOP FLIGHT PRODUCTS CO., INC.
VICTOR SAFE & EQUIPMENT
Visirecord, Inc. (Visible)
Watson Mfg. Co.
Wright Line, Inc.
Yawman and Erbe Mfg. Co.

Files (Tariff)

ALL-STEEL EQUIPMENT INC.
ART STEEL SALES CORP.
Automatic File & Index Co.
BERGER MFG. DIVISION
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
DOLIN METAL PRODUCTS, INC.
General Fireproofing Co.
INVINCIBLE METAL FURNITURE CO.
McBee Co.
Northwest Metal Products Co.
PEERLESS STEEL EQUIPMENT CO.
Shaw-Walker Co.
VICTOR SAFE & EQUIPMENT
Watson Mfg. Co.
Wetzel, P. A., & Son
Yawman and Erbe Mfg. Co.

Files (Tickler)

(See Files, Card Index, Box)

Files (Transfer)

(See Files, Storage)

Files (Tub)

Automatic File & Index Co.
Business Efficiency Aids
General Fireproofing Co.
LIT-NING PRODUCTS CO.
Monarch Metal Products, Inc. (Tabulating Card)
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
Reynolds & Reynolds Co.
Rol-Dex Div.
Shaw-Walker Co.
Tab Products Co.
Visirecord, Inc.
Watson Mfg. Co.
Wright Line, Inc.

Files (Wheel)

(See Files, Rotary)

Files (X-Ray Negative)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
ATLAS STENCIL FILES CORP.
BERGER MFG. DIVISION
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
DOLIN METAL PRODUCTS, INC.
Dray Mfg. Co.
General Fireproofing Co.
Globe-Wernicke Co.
INVINCIBLE METAL FURNITURE CO.
PEERLESS STEEL EQUIPMENT CO.
Shaw-Walker Co.
STACOR EQUIPMENT CO.
Steel Furniture Mfg. Co.
VICTOR SAFE & EQUIPMENT
Watson Mfg. Co., Inc.
Yawman and Erbe Mfg. Co.

when you see a bold face listing...

it means the manufacturer has an advertisement in this issue giving further information about his products.

If the ad is not adjacent to the listing, refer to the Advertisers Index just inside the back cover.

use the handy inquiry-cards for complete information from advertisers.

FOR GREATEST CONVENIENCE AND SAVING IN SPACE

STAX ON STEEL

REG. U.S. PAT. OFF.

The only fibre-board **DRAWER FILE** that "builds its own steel framework as you stack it"

STAX ON STEEL combines the *sturdiness* of steel with the *economy* of corrugated fibre-board to give you the finest transfer file on the market today. Specifically, these modern storage files will save space . . because STAX ON STEEL means you can stack these units to the ceiling, utilizing all space to full advantage. You have easy and instant accessibility to each drawer, even when heavily loaded . . . a labor-saving and time-saving convenience.

STAX ON STEEL files are engineered so the rugged steel framework carries the entire weight load at four equal points, *in the rear* as well as the front. The Bankers Gray fade-proof finish combined with silver colored metal parts is attractive and practical . . . handsome enough for the front office, inexpensive enough to use anywhere. Sturdy construction means years of service.

BANKERS BOX COMPANY

—SERVING STATIONERS SINCE 1918—

720 S. Dearborn St., Chicago 5, Ill.

Complete Dealer Catalog, Price List and Promotional Plan on request.

STAXONSTEEL

REG. U.S. PAT. OFF.

TRANSFER FILES

STOCK SIZES

SIZE NO.	USE	INSIDE DIMENSIONS			PACKING* AND WEIGHT
		W.	H.	L.	
511	LETTERS	12¼"	10½"	24"	6 In—48 lbs. 2 In—16 lbs.
512	LEGAL†	15¼"	10½"	24"	6 In—54 lbs. 2 In—18 lbs.
502	CHECKS	9"	4½"	24"	12 In—51 lbs. 2 In— 9 lbs.
523	TAB CARDS 2 ROWS	15¼"	4½"	24"	6 In—37 lbs. 2 In—12 lbs.

*PACKED FLAT—#511 and #512—6 or 2 to a carton, #502—12 or 2 to a carton.

NO BROKEN CARTONS—2 pack carton is minimum order—all orders will be filled in multiples of 2.

†For Voucher, Document or Ledger Card storage use #512 with partitions as illustrated and described below.

NOTE: No. 410-12 and *No. 610-12 PARTITIONS carried in stock ready for immediate shipment. Other partitions made to your order —let us know your requirements.*

JUST A FEW OF THE MANY STAXONSTEEL USERS

- Boeing Airplane Company
- Chemical Paper Mfg. Co.
- Wm. A. Force & Company
- General Insurance Company
- Gloucester Electric Company
- Hermaseal Company, Inc.
- Hughes Aircraft Company
- Industrial Training Institute
- Olympic Insurance Company
- Pacific Finance Corporation
- Shell Oil Company
- Stuart Engineering & Mfg. Co.

LEGAL SIZE
No. 512—15¼" x 10½" x 24".

CHECK SIZE
No. 502—9" x 4½" x 24".

LETTER SIZE
No. 511—12¼" x 10½" x 24".

TABULATING CARDS
Deposit slips, etc. 2 Rows.
No. 523—15¼" x 4½" x 24"
with Partition, each row 7⅝" wide.

ACCESSORIES

METAL TOP

This optional accessory fits snugly into metal side-plates of top unit. Makes perfect counter top. Packed 2 in—15 lbs.

Letter Size No. MT1224
Legal Size No. MT1524
Check Size No. MT924

FOLLOWER BLOCK

All metal. Holds records erect until file is full. Packed 6 in—10 lbs.

No. FB97 Fits No. 511 or No. 512.
No. FB37 Fits No. 502 or No. 523.

CONVERTERS

PARTITIONS
of Corrugated Fibre-board.
No. 410-12.
Packed 6 in—8 lbs.

Converts size No. 512 to a 3-row Voucher or Document Drawer. Makes a nine-cell unit for 4½" x 10" forms. Provides 72" of filing space. Shipped flat. No follower block needed.

PARTITIONS
of Corrugated Fibre-board.
No. 610-12.
Packed 6 in—8 lbs.

Converts No. 512 to a 2-row Ledger Card Drawer. Makes an eight-cell unit for 6¼" x 10" ledger cards. Provides 48" of filing space. Shipped flat. No follower block needed.

BANKERS BOX COMPANY
—SERVING STATIONERS SINCE 1918—
720 S. Dearborn St., Chicago 5, Ill.

Complete Dealer Catalog, Price List and Promotional Plan on request.

T NO. 2,360,117, 1574737, 2339691, OTHER PATENTS PENDING.

MAXIMUM Protection at MINIMUM Cost!

You store business records only because you may need to refer to them some day. So the method of storage is important if you are to be certain that every record is accessible *right when it's needed.* A good record storage plan is like insurance—it's mighty important when you need it . . . and with LIBERTY Boxes, you don't need to make a big investment.

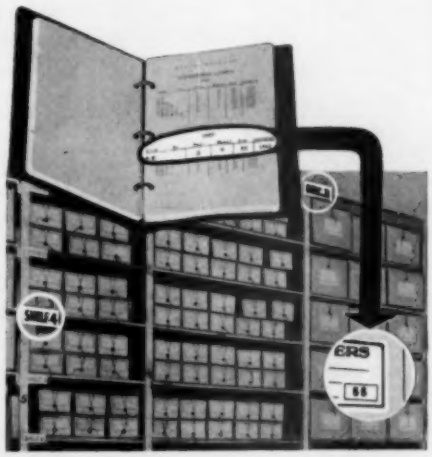
LIBERTY Storage Box users always know that their records are *protected* from dirt, dampness and disorder—that contents cannot spill out even with rough handling. More important, those who follow the LIBERTY system of *indexing and labeling* know exactly where every business record is stored. They can find any record quickly and easily.

Why not check the condition and contents of your current files? Weed out the inactive material and transfer these records to *low-cost* LIBERTY STORAGE BOXES. There's a size for every standard office record. With LIBERTYS your storage room is *always neat* because of uniform construction of all size boxes . . . *always in order* if you follow our system for fast finding of records.

Liberty

record storage-system saves time, trouble!

When a record is lost, it's not only inconvenient and frustrating—but, in the case of law suits and tax investigations it can also be disastrous! *System* should be imperative. It's a prudent policy and good insurance to store records systematically.



We suggest contents of file drawers be stored, where possible, in their original arrangement and should be handled as units when the records are being transferred to storage boxes. The labels on the boxes should describe the contents, dates covered, and destruction date. To insure quick finding of records in storage, group those of the same type or title together and number the boxes in each group consecutively starting with No. 1. In large storerooms, shelf sections and tiers are usually assigned a letter or number. See illustration. All this information then goes into the records index. For example, "Correspondence—General 1950 A-C, Sec. 3, Shelf 4, Box No. 55. Destroy Dec. 1955".

BANKERS BOX COMPANY
—SERVING STATIONERS SINCE 1918—
720 S. Dearborn St., Chicago 5, Ill.

Complete Dealer Catalog, Price List and Promotional Plan on request.

Quality construction means economy for you

All LIBERTY Boxes are made of high test corrugated fibre-board—the kind that will stand years of hard punishment . . . and is moisture-resistant to prevent mildew . . . the reinforcements and fittings are made from carefully selected materials of the highest quality. The eyelets, for example, are solid brass to prevent rusting and the tension buttons and back washers are vulcanized fibre for the perfect combination of toughness and resilience to make the cord fastener operate swiftly and securely. Heavily gummed reinforcing tape is used exclusively at all points of strain. There are no loose parts to lose or mechanical parts to wear out or get out of order.

Every LIBERTY Record Storage Box is true and trim. You can actually see and feel the quality material and precision workmanship that goes into LIBERTY Boxes.

Millions of LIBERTY Record Storage Boxes are now in use and in good condition, some even after 30 years of service.

25 STANDARD STOCK SIZES

Size No.	Suggested Uses	Inside Dimensions W. H. L.	Weight per Dozen
11	LETTERS	12" x 10¼" x 24"	48#
25	LETTERS	12" x 10¼" x 15"	20#
12	CAP OR LEGAL	15" x 10¼" x 24"	56#
13	INVOICES or 2 ROWS 8x5"	10⅜" x 8¼" x 24"	30#
2	CHECKS	9" x 3¾" x 24"	23#
9	CHECKS	9" x 4" x 15"	13#
7	VOUCHER CHECKS	9" x 4¼" x 24"	23#
5	CHECKS or VOUCHERS	10½" x 4½" x 24"	27#
1	DEPOSIT SLIPS	8" x 4" x 24"	20#
8	DEPOSIT SLIPS	8" x 4" x 15"	12#
19	TAB CARDS	7⅝" x 3½" x 18"	15#
23	TAB CARDS	7⅝" x 3½" x 24"	18#
24	TAB CARDS 2 ROWS	15¼" x 3½" x 18"	21#
17	3x5" CARDS	5¼" x 3¼" x 24"	14#
3	4x6" CARDS	6" x 4" x 24"	17#
10	4x6" CARDS	6" x 4¼" x 15"	13#
16	5x8" CARDS	8" x 5¼" x 24"	23#
20	8x5" CARDS	5⅛" x 8¼" x 24"	19#
6	8½x5½" FORMS	8½" x 5¾" x 24"	24#
18	8½x7" FORMS	8⅝" x 7" x 24"	23#
22	9½x6" FORMS	9½" x 6" x 24"	24#
21	8½x11" LED. SHEETS	8¾" x 11½" x 18"	23#
14	12x12" LED. SHEETS	12" x 12¼" x 12"	20#
15	VOUCHERS or DOCUMENTS	4½" x 10" x 24"	21#
4	SALES SLIPS	7" x 5¼" x 24"	23#

Packed Flat—12 to a carton, except Nos. 11 and 12, which are packed 6 to a carton.

METAL PULL-RING (on numbers 11 and 12 only) facilitates handling of heavier boxes.

Liberty
REG. U.S. PAT. OFF.
STORAGE BOXES

BANKERS BOX COMPANY

—SERVING STATIONERS SINCE 1918—

720 S. Dearborn St., Chicago 5, Ill.

Complete Dealer Catalog, Price List and Promotional Plan on request.

ca$h in

with **modern steelcraft inc.**

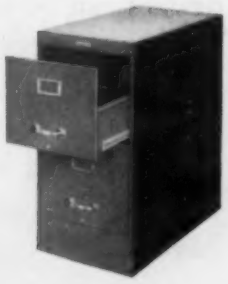
NEW YORK, N.Y.

the quick-selling Prestige Line . . .

Here is the popular priced metal office equipment and accessory *Prestige Line* which makes lasting friends of satisfied customers because of its advance design, practical utility, quality materials and price economy. Modern Steelcraft's continuous high production standards plus scrupulous inspection methods bring you only outstanding steel products designed and fabricated by master craftsmen. These all important factors are your *silent salesmen* to help your sales soar!

Join up with this coast to coast spectacular selling, luxurious appearing line and increase your sales-profits with MODERN STEELCRAFT . . . the hallmark in steel office equipment and accessories. Take advantage of our rare profit-building combination of OUTSTANDING VALUES at *competitive* selling prices!

Write to-day for your FREE 20 page catalog illustrating Modern Steelcraft's SALES-WINNING line.



TO HELP YOU GO OVER THE

TOP IN SALES...

you cannot afford to overlook Modern Steelcraft's merchandising aids:

- **Exclusive dealer sales policy**
- **Territorial inquiries directed to dealer**
- **National campaigns of advertising**
- **Prompt delivery**
- **High profit-making price listings**

modern steelcraft inc. dept. oa-bi
230 fifth avenue
new york 1, n. y.

Please send me the Profit-Making modern steelcraft catalog.

name.....title.....

company.....

address.....

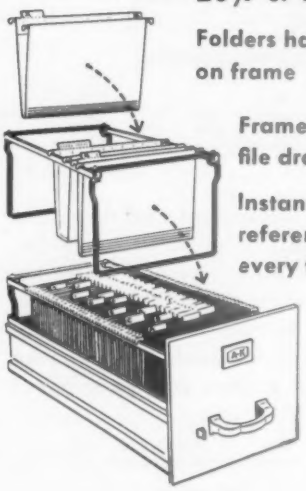
city.....zone.....state.....

modern steelcraft inc.
230 fifth avenue • new york 1, n.y.

Don't File It—HANG IT!

IN Oxford PENDAFLEX® HANGING FOLDERS

Cut Filing Costs 20% or More!



Oxford Pendaflex is price-protected under Fair Trade Laws, so that all dealers can be sure of full profits on every Pendaflex sale. And, of course, the profit to the dealer is more than balanced by the tremendous value that the buyer of Pendaflex receives in filing and finding economy.

Oxford Pendaflex hanging folders have changed the filing habits of the nation and given the office supply dealer a spectacularly profitable item that is easy to sell.

OXFORD FILING SUPPLY CO., INC.
Clinton Road • Garden City, N. Y.

Filing Cabinet Metal Parts
(See Hardware, Cabinet)

Filing Folders (Celluloid Tabbed)

Ames Safety Envelope Co.
BARKLEY, C. L., & CO.
CROWNOLA LOOSE LEAF PRODUCTS, INC.
Daco Card & Index Co.
Dunleavy Co.
Duradex, Inc.
ELBE FILE & BINDER CO., INC.
Ennis Tag & Salesbook Co.
EZYINDEX PRODUCTS CORP.
Filing Equipment Bureau, Inc.
Globe-Wernicke Co.
GUIDE SYSTEM & SUPPLY CO.
Hano Paper Co., Inc.
Imperial Methods Co.
Keystone Index Card Co.
Koller & Smith Co., Inc.
OXFORD FILING SUPPLY CO.
Remington Rand Inc.
Royal Index Tab Co.
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
Universal Paper Goods Co.
VICTOR SAFE & EQUIPMENT
Wabash Filing Supplies, Inc.
Weis Mfg. Co.
Yawman and Erbe Mfg. Co.

Filing Folders (Hanging)

Advance Industries
ADVANCO PRODUCTS
AMBERG FILE & INDEX CO.
ART STEEL SALES CORP.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
Dunleavy Co.
FARBER, LOUIS H., CO.
Globe-Wernicke Co.
GUIDE SYSTEM & SUPPLY CO.
Hang-A-File Co.
OXFORD FILING SUPPLY CO.
Remington Rand Inc.
STEEL PARTS MFG. CO.
VICTOR SAFE & EQUIPMENT
Weis Mfg. Co.

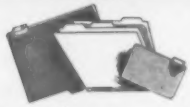
Filing Folders (Metal Tabbed)

ACCO PRODUCTS, INC.
ADVANCO PRODUCTS
AMBERG FILE & INDEX CO.
American Fiber-Velope Mfg. Co.
Ames Safety Envelope Co.
Automatic File & Index Co.
BARKLEY, C. L., & CO.
BROWNE-MORSE CO.
COOKE & COBB CO.
CROWNOLA LOOSE LEAF PRODUCTS, INC.
Daco Card & Index Co.
Dunleavy Co.
ELBE FILE & BINDER CO., INC.
Ennis Tag & Salesbook Co.
Filequipment Corp. of America
Filing Equipment Bureau, Inc.
Globe-Wernicke Co.
GUIDE SYSTEM & SUPPLY CO.
Imperial Methods Co.
Jenkins-Hall Index Card Co.
Kay-Dee Co.
Keystone Index Card Co.
Koller & Smith Co., Inc.
OXFORD FILING SUPPLY CO.
Remington Rand Inc.
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
Southern Folder & Index Co., Inc.
Ulrich Planfiling Equipment Corp.
Universal Paper Goods Co.
VICTOR SAFE & EQUIPMENT
Wabash Filing Supplies, Inc.
Weis Mfg. Co.
Yale Filing Supply Co.
Yawman and Erbe Mfg. Co.

Filing Folders (Plain or Printed Tab)

ADVANCO PRODUCTS
AMBERG FILE & INDEX CO.
American Fiber-Velope Co.
Ames Safety Envelope Co.
ASSOCIATED STATIONERS SUPPLY CO.
Automatic File & Index Co.
BARKLEY, C. L., & CO.
COOKE & COBB CO.
CROWNOLA LOOSE LEAF PRODUCTS, INC.

Victor FILING SUPPLIES



Keep the complete Victor line in Stock.

Card guides of bristol and pressboard with plain, flat celluloided metal or tube tabs.

Letter and Legal Size guides and folders in numerous grades and tab cuts.

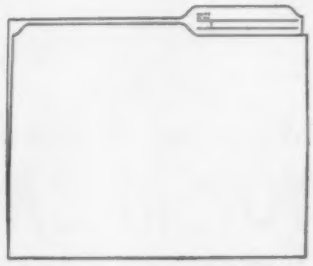
COLOR BAR FOLDER LABELS
and the *NEW* Victor
SUSPENDED FILE FOLDERS

The folder that HANGS in your file!

VICTOR SAFE & EQUIPMENT
DEALER SALES DIVISION · REMINGTON RAND INC.
315 FOURTH AVENUE · NEW YORK 10, N. Y.

FILE-A-DEX

FILING SUPPLIES HELP YOU MEET YOUR CUSTOMERS REQUIREMENTS FOR HIGH QUALITY AT MODERATE COST.



- INDEX CARDS ALL SIZES AND RULINGS
- SINGLE TOP FOLDERS — MANILA — KRAFT — COLORS
- DOUBLE TOP FOLDERS — MANILA — KRAFT — COLORS
- PRESSBOARD FOLDERS — METAL TABBED
- VERTICAL FILE GUIDES—MANILA PRESSBOARD
- INDEX FILE GUIDES BRISTOL
- CAMBRIC LOOSE LEAF REINFORCEMENTS

Sold ONLY thru dealers everywhere

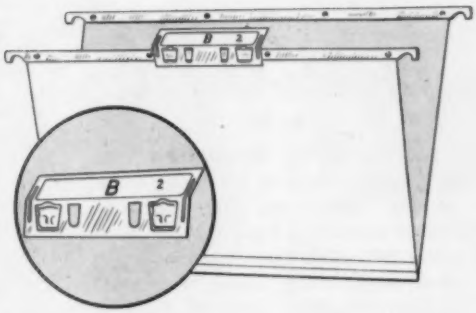
CROWNOLO

Crownola Loose Leaf Products, Inc.
114-116 BLEECKER STREET
NEW YORK 12, N. Y.

HANG-A-FILE®

Best Filing System... *in SIGHT!*

New Personal Home HANG-A-FILE
complete with 15 Steel Tabbed HANG-A-File Folders



Hang-A-File folders are available in LETTER, LEGAL, INVOICE and X-RAY sizes with Hang-A-File metal frames, floor and desk units to accommodate each type of folder.

Write for Descriptive Catalog

MOST POPULAR "HI-WAY" OF FILING IN AMERICA

HANG-A-FILE®

Louis H. Farber Co. 31 E. CONGRESS ST., CHICAGO 5, ILL. — TELEPHONE WEbster 9-3217

PROTECTED PROFITS FOR YOU

WITH ADVANCO'S POLICY OF
"SELLING THRU DEALERS EXCLUSIVELY"

Write for General Catalog and Price List

ADVANCO PRODUCTS INC.

MANUFACTURERS MANIFOLD BOOKS • PRINTED STOCK FORMS • PRESSBOARD GUIDES AND FOLDERS • BRISTOL AND PRESSBOARD GUIDES SUSPEND-O-FOLDER • MANILA FOLDERS • FILING SUPPLIES

148 WEST 24th STREET, NEW YORK 11, N. Y. • Telephone CHelsea 3-1276

GUSSCO

A Complete line of

FOLDERS • GUIDES INDEX CARDS, ETC.

Pat. Pending

Guide-O-folder

THE HANGING FOLDER WITH ADJUSTABLE METAL TAB

This is the modern way to achieve finger tip control in filing and finding and save your customers time and money. Heaving and hauling ordinary file folders to file and find is no longer necessary. Guide-O-folders glide along on steel frames with finger tip ease. The steel hanger strips are permanently attached to the folders and will not fall out. Because Guide-O-folders hang they are always in a vertical position. Made to last for many long years of heavy duty service. The adjustable metal tabs make Guide-O-folders easily adaptable to every filing system. Write for samples and prices today.

Guide-O-file

WITH

SLIDE-O-MATIC Disappearing Top

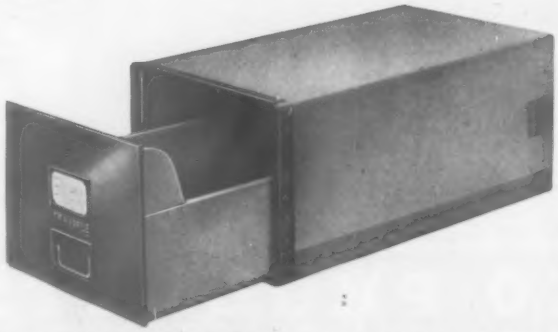
is a handy personal file of hundreds of office applications where quick reference material is kept instantly available. All steel, gray or green finish, desk high, sturdy metal stand with rollers. Equipped with 25 Guide-O-folders complete with adjustable metal tabs and an assortment of inserts for tab headings. Also furnished as a desk unit without stand.

Trademark

Transfile

STEEL FRONT FIBRE BOARD TRANSFER FILES

keep all records accessible at the lowest possible cost. Of heavy fibre board reinforced by steel, units can be stacked into rigid batteries. The Steel Front matches regular steel files and makes it possible to keep all records in the front office. Shipped flat, they fold together without tools, nuts or bolts. Send a sample order to-day.



3 STYLES
13 SIZES

GUIDE SYSTEM & SUPPLY CO. 335 CANAL STREET NEW YORK 13, N. Y.

Pacific Coast Distributors, Gussco Sales Inc., 337 Winston St., Los Angeles 13, Cal.

Filing Folders (Plain or Printed Tab)

(Continued from page 170)

Daco Card & Index Co.
Dunleavy Co.
ELBE FILE & BINDER CO., INC.
Ennis Tag & Salesbook Co.
File-Ez Folder Co.
Filing Equipment Bureau, Inc.
Globe-Wernicke Co.
GUIDE SYSTEM & SUPPLY CO.
Hano Paper Co., Inc.
Imperial Methods Co.
Keystone Index Card Co.
King Filing Supply Co.
Koller & Smith Co., Inc.
Northeast Mills Paper Co.
OXFORD FILING SUPPLY CO.
Remington Rand, Inc.
Richards, S. P., Paper Co.
ROCKWELL-BARNES CO.
Saxon Paper Corp.
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
Southern Folder & Index Co., Inc.
Southern Paper Products Co.
SPEED PRODUCTS CO., INC.
Tab-Tex Corp.
U-File-M Binder Mfg. Co., Inc.
Universal Pad & Tablet Corp.
Universal Paper Goods Co.
VICTOR SAFE & EQUIPMENT
Wabash Filing Supplies, Inc.
Wansco Paper Products Co., Inc.
Warshaw Mfg. Co., Inc.
Wels Mfg. Co.
WILSON JONES CO.
Yale Filing Supply Co.
Yawman and Erbe Mfg. Co.

Filing Folders (Pressboard)

ACCO PRODUCTS, INC.
ADVANCO PRODUCTS
AMBERG FILE & INDEX CO.
Automatic File & Index Co.
Ames Safety Envelope Co.
BARKLEY, C. L., & CO.
COOKE & COBB CO.
CROWNOLA LOOSE LEAF PRODUCTS, INC.
Daco Card & Index Co.
Dunleavy Co.
ELBE FILE & BINDER CO., INC.
Ennis Tag & Salesbook Co.
Filing Equipment Bureau, Inc.
Globe-Wernicke Co.
GUIDE SYSTEM & SUPPLY CO.
Hano Paper Co., Inc.
Imperial Methods Co.
Josephson Mfg. Corp.
Keystone Index Card Co.
King Filing Supply Co.
Koller & Smith Co., Inc.
National Fiberstok Envelope Co.
OXFORD FILING SUPPLY CO.
QUALITY PARK ENVELOPE CO.
Remington Rand Inc.
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
Southern Folder & Index Co., Inc.
Southern Paper Products Co.
SPEED PRODUCTS CO., INC.
U-File-M Binder Mfg. Co., Inc.
Ulrich Planfiling Equipment Corp.
Universal Paper Goods Co.
VICTOR SAFE & EQUIPMENT
Wabash Filing Supplies, Inc.
Warshaw Mfg. Co., Inc.
Weis Mfg. Co.
WILSON JONES CO.
Yale Filing Supply Co.
Yawman and Erbe Mfg. Co.

Filing Shelves

(See File Drawer Shelves, Hook-On)

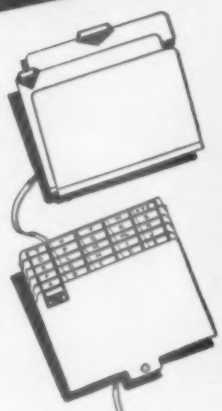
Filing Stools

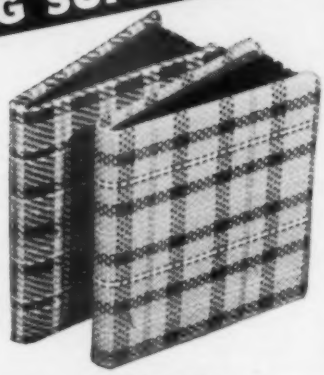
(See Stools, Filing)

Filing Supplies

ACCO PRODUCTS, INC.
ADVANCO PRODUCTS
AMBERG FILE & INDEX CO.
American Fiber-Velope Mfg. Co.
Ames Safety Envelope Co.
Automatic File & Index Co.

amfile® ..FOR THE BEST ...IN FILING SUPPLIES, ALBUMS & OFFICE SPECIALTIES





WILLOWEAVE

Wonderful sales appeal in this charming, rustic-looking album. Smoothly woven binding comes in gay colors and patterns. Black or white mounting sheets. 3 sizes, for prints 5x7", 8x10", 14x11"

No. 960 ALBUM

Popular, inexpensive, with flexible embossed cover of simulated leather — it's a best seller. 35 black pages with 9x11" mounting surface. Plastic binding rings. Black, blue, brown, green or maroon. Packed 6 to box, assorted or 6 of same color.

No. CB10AB—ACETATE

Attractive, embossed Dureleather cover. Plastic binding rings. 12 double sheets (24 display pages) covered with heavy transparent acetate are bound into this album. Maroon, black, blue or green. 3 sizes, for prints 5x7", 8x10", 14x11".

There is a complete line of Amfile Albums, Phonograph Record Cases and a new desk-side File Caddy—all shown in the catalog.

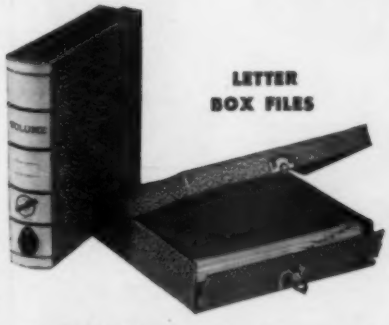
FILING SUPPLIES—COMPLETE LINE—1100 ITEMS

Everything necessary to make filing and finding foolproof. Eighty-seven years of experience are behind the Amfile line of nationally advertised filing equipment and specialties.

Guides, folders, binders, etc., are available in a wide variety of sizes, styles and colors, to take care of any kind and size business or profession.

Write for Amberg Catalog which illustrates, describes and prices the entire Amfile line.

LETTER BOX FILES



Strong fibreboard construction, covered with marble paper, orange back. Pull tab at back. Suit-case catch. Letter size alphabetical index.

No. 890 Letter size with A-Z index, 16-division

No. 891 Letter size with 1-31 index, 31-division

No. 892 Cap size with A-Z index, 16-division

No. 893 Letter size with A-Z index, 25-division (double-thick Jumbo style)

No. 894 Cap size with A-Z index, 25-division (double-thick Jumbo style)

No. 895 Letter size with Monthly index, 12-division

No. 896 Letter size with Monthly index, 12-division (double-thick Jumbo style)

BRIEF COVERS

Ideal for reports, briefs, manuals, price lists, etc. Made of wear-resistant heavy-weight leatherette. Practical, built-in prong fasteners. Choice of 12 attractive colors. Letter size 8½x11".

TOPHIDE COVERS. Heavy, impregnated pyroxylin coated, simulated leather stock. Black, blue, brown, red, green. 25 each color to a box.

No. 442 PERSONAL FILE

Made of steel with gray hammerloid finish. A place for all important papers. Built to last for years. Comes with lock and key and letter-size folders, alphabetical, monthly and blank. Packed in individual carton.

PROMPT SHIPMENT ON ALL ITEMS . . . ORDER TODAY!

AMBERG FILE & INDEX CO., 1622 Duane Blvd., Kankakee, Ill.

amfile EST. 1868

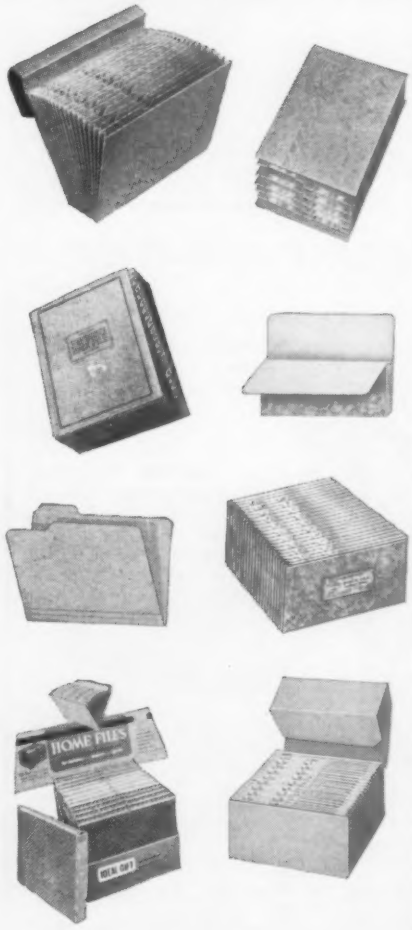
the Expanding Products that build

EXPANDING PROFITS

When you stock and sell Cooke & Cobb's Favorite Line you can meet *every* customer's requirements in filing supplies. Whether the demand is for vertical, desk or special-purpose files, desk classifiers, file pockets, jackets or folders, there's a Favorite to fill the need. Send for latest catalog.

COOKE & COBB'S

FAVORITE LINE



See other "C & C" Products under "Envelopes, Expanding, Filing & Mailing" in this directory.

COOKE & COBB

122 East 23rd St.

DIVISION OF WJ WILSON JONES

New York 10 New York

For all the benefits of stocking WJ Products, see two-page Wilson Jones advertisement elsewhere in this book.

Filing Supplies

(Continued from page 172)

BANKERS BOX CO.
(See Catalog Inserts, Pages 39-40, 165-168)
BARKLEY, C. L., & CO.
BROWNE-MORSE CO.
CEL-U-DEX CORP.
COOKE & COBB CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
CROWNOLA LOOSE LEAF PRODUCTS, INC.
Daco Card & Index Co.
DENNISON MFG. CO.
Diemer, John F., Co.
Dunleavy Co.
Ennis Tag & Salesbook Co.
EZYINDEX PRODUCTS CORP.
FARBER, LOUIS H., CO.
Filequipment Corp. of America
Filing Equipment Bureau, Inc.
Globe-Wernicke Co.
GUIDE SYSTEM & SUPPLY CO.
Handi-Blott Co.
Imperial Methods Co.
Jenkins-Hall Index Card Co.
Josephson Mfg. Corp.
Keystone Index Card Co.
King Filing Supply Co.
Koller & Smith Co., Inc.
Le Febure Corp.
OXFORD FILING SUPPLY CO.
Remington Rand Inc.
Royal Index Tab Co.
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
Southern Folder & Index Co., Inc.
Stationers Guild of America
U-File-M Binder Mfg. Co., Inc.
Ulrich Planfiling Equipment Corp.
Universal Paper Goods Co.
VICTOR SAFE & EQUIPMENT
Visirecord, Inc.
Wabash Filing Supplies, Inc.
Wansco Paper Products Co., Inc.
Warshaw Mfg. Co., Inc.
Weis Mfg. Co.
WILSON JONES CO.
Yale Filing Supply Co.
Yawman and Erbe Mfg. Co.

Filing Systems

Acme Visible Records, Inc.
AIGNER, G. J., CO.
AMBERG FILE & INDEX CO.
ART METAL CONSTRUCTION CO.
Automatic File & Index Co.
BARKLEY, C. L., & CO.
Bowman Specialty Co.
BROWNE-MORSE CO.
Business Efficiency Aids
CEL-U-DEX CORP.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
Daco Card & Index Co.
DIEBOLD, INC.
Dunleavy Co.
E-Z Sort Systems, Ltd.
EZYINDEX PRODUCTS, CORP.
FARBER, LOUIS H., CO.
Ferris Business Equipment, Inc.
Filequipment Corp. of America
Filex Steel Products, Inc.
Filing Equipment Bureau, Inc.
Globe-Wernicke Co.
GUIDE SYSTEM & SUPPLY CO.
Josephson Mfg. Corp.
Keystone Index Card Co.
Kohlhaas Co.
Koller & Smith Co., Inc.
Moore, P. O., Inc. (Key)
OXFORD FILING SUPPLY CO.
Postindex Co.
Remington Rand Inc.
Rol-Dex Division
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
Southern Folder & Index Co.
Super Vision, Inc.
U-File-M Binder Mfg. Co., Inc.
Ulrich Planfiling Equipment Corp.
Universal Paper Goods Co.
VICTOR SAFE & EQUIPMENT
Visirecord, Inc.
Vue-Fax Corp.
Wabash Filing Supplies, Inc.
Wassell Organization, Inc.
Weis Mfg. Co.
WHEELDEX & SIMPLA PRODUCTS, INC.
Yale Filing Supply Co.
Yawman and Erbe Mfg. Co.
ZEPHYR AMERICAN CORP.

Fillers (Loose Leaf)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.

How to make a Filing System Click!

INSTALL- BARKLEY *Plastic* TAB FILE GUIDES

U. S. Reg. Pat. No. 2248355 D128118

The Perfect Index Tab

- *SMOOTH CONTOUR PLASTIC SURFACES*
- *CRYSTAL CLEAR COLORS*
- *ANGLED VISIBILITY*
- *RELIEVES EYESTRAIN*

FINDIT FILING SYSTEM . . . with the BARKLEY *Plastic* TAB

The packaged FINDIT FILING SYSTEM contains all the necessary accessories to maintain modern business records. Send for illustrated literature covering the complete line of DURABILITY Filing Supplies.

Established 1921

C. L. BARKLEY & CO.
Manufacturers of Filing Supplies
1220 W. Van Buren St. Chicago 7, Ill.

THERE IS A SMEAD SYSTEM TAILORED TO FIT EVERY TYPE OF FILING NEED*

SMEAD manufactures over 3100 filing and stationery products.

SMEAD can supply your every filing need. "IF YOU NEED IT WE CAN FURNISH IT".

* FOR ALPHABETICAL, NUMERICAL, GEOGRAPHICAL, CHRONOLOGICAL, OR SUBJECT INDEXING.

THE SMEAD MANUFACTURING CO., INC. • HASTINGS, MINN.

Fillers (Loose Leaf)

(Continued from page 174)

ASSOCIATED STATIONERS SUPPLY CO.
BOORUM & PEASE CO.
Central Tablet Mfg. Co.
Chicago Binder & File Co.
Eastern Tablet Corp.
ELBE FILE & BINDER CO., INC.
Ennis Tag & Salesbook Co.
Eureka Blank Book Co.
Filing Equipment Bureau, Inc.
Grand Rapids Loose Leaf Binder Corp.
Greg Sales Co., Inc.
Groveton Papers Co.
Hadley, Charles R., Co.
Hall & McChesney, Inc.
Highland Mfg. Co.
Hyman, L., & Sons
IDEAL SYSTEM CO.
Kurtz Bros.
Lefax
Loose Leaf House
Maple Leaf Mfg. Co., Inc.
Martell, A. E., Co.
Master-Craft Corp.
McMillan Book Co.
MOHAWK TABLET CO.
Mohler, A.
National Blank Book Co.
National Manifolding Co.
Osborn Paper Co.
RECORDPLATE CO.
Remington Rand Inc.
Roaring Spring Blank Book Co.
Saxon Paper Corp.
Select Paper & Tablet Corp.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Trussell Mfg. Co., Inc.
Vernon, S. E. & M., Inc.
Wansco Paper Products Co., Inc.
Western Tablet & Staty. Co.
WILSON JONES CO.
Wilson Memindex Co.

Finger Pads

(See Pads, Finger, Rubber)

Fingerprint Files

(See Files, Fingerprint)

Fingerprint Outfits

BANKERS & MERCHANTS, INC.
Faurot, Inc.
Federal Laboratories, Inc.
Identification Service Corp.
Remington Rand Inc.
U. S. Fingerprint Products, Inc.
Wendell-Northwestern, Inc.
Yawman and Erbe Mfg. Co.

Finger-Tip Preparation (For Paper Sorting)

Lee Products Co.

Fire Extinguishers

American-LaFrance-Foamite Corp.
Kidde, Walter, & Co., Inc.
Pyrene Mfg. Co.

First Aid Kits

Reif, A., & Co.
Union Steel Chest Corp.
UNITED CUTLERY & HARDWARE PRODUCTS CO.

Fixtures (Store, Counters)

American Fixture & Mfg. Co.
ARD MFG. CO., INC.
BERGER MFG. DIVISION
Bernard Franklin Co., Inc.
Columbus Show Case Co.
Excellent Cabinet Works Co.
Grand Rapids Store Equipment Co.
Great Lakes Store & Office Fixture Co.
Heller, W. C., & Co.
PARKER STEEL PRODUCTS, INC.
Rockford Show Case & Fixture Co.
Sarvis Mfg. Co.
Service Steel Products Corp.
STAR STEEL EQUIPMENT CO., INC.
Store-Kraft Mfg. Co.
Weber Showcase & Fixture Co., Inc.

Fixtures (Store, Display Racks and Stands)

American Fixture & Mfg. Co.
ARD MFG. CO., INC.
Bernard Franklin Co., Inc.
Cline, K. F., Co., Inc.
Columbus Show Case Co.
Crystal Fixture Co.
Daley Store Fixtures Division
Davis Metal Fixture Co.
Fixtures Mfg. Corp.
Glaro Machine Products Co., Inc.
Grand Rapids Store Equipment Co.
Great Lakes Store & Office Fixture Co.
Halverson Specialty Sales
Hecht Fixture Co.
Heller, W. C., & Co.
Jayem Sales Corp.
Ken-Ro-Ril Corp.
LYON METAL PRODUCTS, INC.
MAYER MFG. CO.
Multiplex Display Fixture Co.
Pioneer Steel Co.
Reflector-Hardware Corp.
Sarvis Mfg. Co.
Service Steel Products Corp.
Timberlake, J. B., & Sons
Universal Steel Equipment Corp.
Weber Showcase & Fixture Co., Inc.
Wood Displays Mfg. Co.

Fixtures (Store, Lighting Fixtures)

Benjamin Electric Mfg. Co.
Compco Corp.
Frink Corp.
Globe Lighting Products, Inc.
Guth, Edwin F., Co.
Lincoln Lighting Products, Inc.
Miller Co.
Silvray Lighting, Inc.
Swivelier Co., Inc.
Sylvania Electric Products, Inc.
Versen, Kurt, Lamps, Inc.

Fixtures (Store, Showcases)

American Fixture & Mfg. Co.
ARD MFG. CO., INC.
Columbus Show Case Co.
Excellent Cabinet Works Co.
Grand Rapids Store Equipment Co.
Great Lakes Store & Office Fixture Co.
Heller, W. C., & Co.
Rockford Show Case & Fixture Co.
Sarvis Mfg. Co.
Service Steel Products Corp.
Store-Kraft Mfg. Co.
Weber Showcase & Fixture Co., Inc.

Fixtures (Store, Window Display)

American Fixture & Mfg. Co.
Great Lakes Store & Office Fixture Co.
Heller, W. C., & Co.
Reflector-Hardware Corp.
Sarvis Mfg. Co.

Flags (Service and U. S.)

Annin & Co.
Dettra Flag Company, Inc.
Humphrys', R. A., Sons, Inc.
Regalia Mfg. Co.
Valley Forge Flag Co.

Floor Coverings

American Floor Products Co.
Armstrong Cork Co.
Bird & Son, Inc.
Congoleum-Nairn, Inc.
Parkay, Inc.
Textile Products Co.
U. S. Stoneware Co.

Foam Rubber

(See Rubber, Sponge and Foam)

Folders (Correspondence)

(See Cases, Correspondence)

Folders (Filing)

(See Filing Folders)

Folding Machines (Letter)

Addressograph-Multigraph Corp.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Baum, Russell Ernest, Inc.
Blankenhorn Co., Inc. (hand)
Davidson Corp.
Dick, A. B., Co.
Lansdale Products Corp.
Galloway, James H., and Associates
Pitney-Bowes, Inc.
Print-O-Matic Co., Inc.
Rex-Rotary Distributing Corp.

Follower Blocks (File Drawer)

Anderson-Hickey Co., Inc.
DOLIN METAL PRODUCTS, INC.
Filex Steel Products, Inc.
HASKELL, INC.
Liebman, A. L., & Son, Inc.
MODERN STEELCRAFT, INC.
NATIONAL LOCK CO.
Winter Stamping Co.
Yawman and Erbe Mfg. Co.

Form Holders

(See Holders, Form)

Forms (Accounting)

Accurate Sales Book Co.
Acme Visible Records, Inc.
American Business Systems
American Lithofold Corp.
Arco Manifolding Co.
ASSOCIATED STATIONERS SUPPLY CO.
Barnes, A. R., & Co.
Bates Accounting Forms Co., Inc.
BLACKBOURN SYSTEMS, INC.
Bonnar-Vawter, Inc.
BOORUM & PEASE CO.
Boyce, A. E., Co.
Carbonized Paper Co.
Chicago Binder & File Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Commonwealth Publishing Co.
Consolidated Business Systems, Inc.
Daco Card & Index Co.
DOME PUBLISHING CO., INC.
Dunleavy Co.
Ersco
Filing Equipment Bureau, Inc.
Hadley, Charles R., Co.
Hall, J. C., Co.
IDEAL SYSTEM CO.
Koller & Smith Co., Inc.
Le Febure Corp.
Martell, A. E., Co.
Master-Craft Corp.
McMillan Book Co.
Merchants Industries, Inc.
Mill-Green Publishing Co.
Moore Business Forms, Inc.
Moore, John C., Corp.
National Blank Book Co.
National Business Systems Co.
National Cash Register Co.
National Litho Forms Co.
National Manifolding Co.
Nichols, H. W., Salesbook Co.
Pemberton, Lewis N., Ptg. Co.
Procter, Fred, Co.
Rediform Division
Remington Rand Inc.
Reynolds & Reynolds Co.
Ross-Martin Co.
Rotary Printing Co.
S-K Forms Co.
Shaw-Walker Co.
Shelby Salesbook Co.
Sheppard, C. E., Co.
Snapout Forms Co.
Stationers Loose Leaf Co.
"Tops" Business Forms
Universal Manufacturing Stationers, Inc.
Visirecord, Inc.
Vue-Fax Corp.
Watts, Alfred Allen, Co., Inc.
Wilmer, E. P., Inc.
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Yale Filing Supply Co.
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Minute Books
No-Tear Sheets
Notes, Drafts and Receipt Books
Order Registers
Miniature Account Books
Payroll Records
Post Binders
Post Binder Indexes
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Price Book Indexes
Price Book Sheets
Prong Binders
Punch Presses
Ring Books
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(Continued from page 176)

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Econo-Pak Register Co.
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Hamilton Autographic Register Co.
HANO, PHILIP, CO., INC.
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Moore Business Forms, Inc.
National Carbon Coated Paper Co.
Nichols, H. W., Salesbook Co.
Pittsburgh Salesbook Co.
Potter Press, The
Rediform Division
Rotary Printing Co.
Royal Register Co.
Shelby Salesbook Co.
Springfield Manifold Co.
Standard Register Co.
Sunset-McKee Sales Book Co.
Uarco Incorporated

Forms (Automotive)

Accurate Sales Book Co.
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American Lithofold Corp.
AMERICAN REGISTER CO.
Autographic Business Forms, Inc.
Bonnar-Vawter, Inc.
Consolidated Business Systems, Inc.
Dunleavy Co.
E-Z Sort Systems, Ltd.
Ersco
HANO, PHILIP, CO., INC.
IDEAL SYSTEM CO.
Merchants Industries, Inc.
Moore Business Forms, Inc.
National Carbon Coated Paper Co.
National Litho Forms Co.
Potter Press, The
Rediform Division
Reynolds & Reynolds Co.
Shelby Salesbook Co.
Sheppard, C. E., Co.
Visirecord, Inc.
WILSON JONES CO.

Forms (Bank)

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ASSOCIATED STATIONERS SUPPLY CO.
Baltimore Salesbook Co.
Bonnar-Vawter, Inc.
Consolidated Business Systems, Inc.
Daco Card & Index Co.
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E-Z Sort Systems, Ltd.
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Filing Equipment Bureau, Inc.
Fredonia Lithographing Co.
Hall, J. C., Co.
Koller & Smith Co., Inc.
Martell, A. E., Co.
Master-Craft Corp.
Merchants Industries, Inc.
Moore Business Forms, Inc.
National Blank Book Co.
National Cash Register Co.
National Litho Forms Co.
Potter Press, The
Procter, Fred, Co.
Rediform Division
Remington Rand Inc.
Shaw-Walker Co.
Shelby Salesbook Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Visirecord, Inc.
Watt & Gillogly, Inc.
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Yawman and Erbe Mfg. Co.

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Arco Manifolding Co.
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Atlantic Register Co.
Autographic Business Forms, Inc.
Baltimore Salesbook Co.
Barnes, A. R., & Co.
Bonnar-Vawter, Inc.
Carbonized Paper Co.
Collins, J. J., Sons
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Potter Press, The
Rediform Division
Rogersnap Business Forms
Rubin's Corp.
Shelby Salesbook Co.
Sheppard, C. E., Co.
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Watts, Alfred Allen, Co., Inc.

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AMERICAN REGISTER CO.
ASSOCIATED STATIONERS SUPPLY CO.
Consolidated Business Systems, Inc.
DOME PUBLISHING CO., INC.
Dunleavy Co.
Filing Equipment Bureau, Inc.
Hall, J. C., Co.
HANO, PHILIP, CO., INC.
IDEAL SYSTEM CO.
Master-Craft Corp.
McMillan Book Co.
Moore Business Forms, Inc.
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Rediform Division
Remington Rand Inc.
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Shelby Salesbook Co.
Sheppard, C. E., Co.
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"Tops" Business Forms
Watts, Alfred Allen, Co., Inc.
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ASSOCIATED STATIONERS SUPPLY CO.
BOORUM & PEASE CO.
Boyce, A. E., Co.
Codex Book Co.
Greg Sales Co., Inc.
IDEAL SYSTEM CO.
Master-Craft Corp.
McMillan Book Co.
Mohler, A.
National Blank Book Co.
National Manifolding Co.
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Rubin's Corp.
S-K Forms Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Trussell Mfg. Co., Inc.
Wilmer, E. P., Inc.
WILSON JONES CO.
Yale Filing Supply Co.

Forms (Continuous, Fanfold)

Accurate Sales Book Co.
American Business Systems
American Lithofold Corp.
AMERICAN REGISTER CO.
Apex Business Systems
Arco Manifolding Co.
Atlantic Register Co.
Bonnar-Vawter, Inc.
Consolidated Business Systems, Inc.
Egry Register Co.
Federal Business Products, Inc.
Gilkey, W. S., Printing Co.
HANO, PHILIP, CO., INC.
International Ticket Co.
Moore Business Forms, Inc.
National Cash Register Co.
National Manifolding Co.
Pittsburgh Salesbook Co.
Rediform Division
Remington Rand Inc.
Rotary Printing Co.
Standard Register Co.
Watts, Alfred Allen, Co., Inc.

Forms (Continuous, Marginally Punched)

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American Lithofold Corp.
AMERICAN REGISTER CO.
Arco Manifolding Co.
Atlantic Register Co.
Autographic Business Forms, Inc.
Bonnar-Vawter, Inc.
Consolidated Business Systems, Inc.
Egry Register Co.
HANO, PHILIP, CO., INC.
Miami Systems Corp.
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National Carbon Coated Paper Co.
National Litho Forms Co.
Pittsburgh Salesbook Co.
Potter Press, The
Remington Rand Inc.
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Standard Register Co.
Watts, Alfred Allen, Co., Inc.

Forms (Contractors)

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Rediform Division
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ASSOCIATED STATIONERS SUPPLY CO.
Merchants Industries, Inc.
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Rediform Division
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Forms (Deposit Slip)

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Baltimore Salesbook Co.
Barnes, A. R., & Co.
Ennis Tag & Salesbook Co.
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Fredonia Lithographing Co.
Hall, J. C., Co.

Martell, A. E., Co.
Merchants Industries, Inc.
Moore Business Forms, Inc.
National Carbon Coated Paper Co.
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Nebraska Salesbook Co.
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Potter Press, The
Rediform Division
Shelby Salesbook Co.
Watt & Gillogly, Inc.
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Forms (Drafts, Notes, Receipts, etc.)

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AMERICAN PAD & PAPER CO.
ASSOCIATED STATIONERS SUPPLY CO.
BOORUM & PEASE CO.
Carbonized Paper Co.
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Ennis Tag & Salesbook Co.
Gibson, C. R., & Co.
Hadley, Charles R., Co.
Hall, J. C., Co.
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Moore Business Forms, Inc.
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National Litho Forms Co.
Rediform Division
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Forms (Fanfold)

(See Forms, Continuous, Fanfold)

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Weil, J. H., & Co.
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Baltimore Salesbook Co.
Barnes, A. R., & Co.
Ennis Tag & Salesbook Co.
Ersco
General Manifold & Printing Co.
International Ticket Co.
Merchants Industries, Inc.
Moore Business Forms, Inc.
National Carbon Coated Paper Co.
National Cash Register Co.
National Tag & Label Corp.
Nebraska Salesbook Co.
Pittsburgh Salesbook Co.
Potter Press, The
Rediform Division
Shelby Salesbook Co.
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(Continued from page 179)

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Rubin's Corp.
Shelby Salesbook Co.
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Stationers Loose Leaf Co.
"Tops" Business Forms
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Universal Pad & Tablet Corp.
Visirecord, Inc.
Walker, Frank R., Co.
Watt & Gillogly, Inc.
Wilmer, E. P., Inc.
WILSON JONES CO.
Yale Filing Supply Co.
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Sherick, Harry C.
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Universal Manufacturing Stationers, Inc.
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Workman Mfg. Co.

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E-Z Sort Systems, Ltd.
Filing Equipment Bureau, Inc.
Hall, J. C., Co.
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Koller & Smith Co., Inc.
Martell, A. E., Co.
Master-Craft Corp.
Merchants Industries, Inc.
Moore Business Forms, Inc.
National Blank Book Co.
National Cash Register Co.
National Litho Forms Co.
Rediform Division
Remington Rand Inc.
Reynolds & Reynolds Co.
Shaw-Walker Co.
Shelby Salesbook Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Visirecord, Inc.
WILSON JONES CO.
Workman Mfg. Co.
Yale Filing Supply Co.
Yawman and Erbe Mfg. Co.

Forms (Manifold)

(See Forms, Continuous; Forms, One-Time Carbon)

Forms (One-Time Carbon)

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American Lithofold Corp.
AMERICAN REGISTER CO.
Apex Business Systems
Arco Manifolding Co.
Ark-N-Sets
Atlantic Register Co.
Autographic Business Forms, Inc.
Baltimore Salesbook Co.
Bonnar-Vawter, Inc.
Carbonized Paper Co.
Consolidated Business Systems, Inc.
E-Z Sort Systems, Ltd.
Ennis Tag & Salesbook Co.
Federal Business Products, Inc.
General Manifold & Printing Co.
General Multi Forms Sales Co.
Gilkey, W. S., Printing Co.
Hadley, Charles R., Co.
Hall, J. C., Co.
Hamilton Autographic Register Co.
HANO, PHILIP, CO., INC.
International Tag & Salesbook Co.
Koller & Smith Co., Inc.
Loewenbach, B., & Sons Co., Inc.
Martell, A. E., Co.
Merchants Industries, Inc.
Miami Systems Corp.
Moore Business Forms, Inc.
Moore, John C., Corp.
National Carbon Coated Paper Co.
National Litho Forms Co.
National Manifolding Co.
Newport News Forms Co., Inc.
Pittsburgh Salesbook Co.
Potter Press, The
Rediform Division
Reynolds & Reynolds Co.
Rogersnap Business Forms
Rotary Printing Co.
Shelby Salesbook Co.
Sheppard, C. E., Co.
Snapout Forms Co.
Springfield Manifold Co.
Standard Register Co.
Vue-Fax Corp.
Watts, Alfred Allen, Co., Inc.
Workman Mfg. Co.

Forms (Payroll)

Acme Visible Records, Inc.
American Lithofold Corp.
AMERICAN PAD & PAPER CO.
Arco Manifolding Co.
ASSOCIATED STATIONERS SUPPLY CO.
Baltimore Salesbook Co.
Barrett, P. L.
Bates Accounting Forms Co., Inc.
BLACKBOURN SYSTEMS, INC.
Bonnar-Vawter, Inc.
Carbonized Paper Co.
Colonial Co.
Commonwealth Publishing Co.
Consolidated Business Systems, Inc.
DOME PUBLISHING CO., INC.
E-Z Sort Systems, Ltd.
Egry Register Co.
General Manifold & Printing Co.
Grand Rapids Loose Leaf Binder Co.
Hadley, Charles R., Co.
Hall, J. C., Co.
IDEAL SYSTEM CO.
Koller & Smith Co., Inc.
Martell, A. E., Co.
Master-Craft Corp.
McBee Co.
McMillan Book Co.
Merchants Industries, Inc.
Moore Business Forms, Inc.
Moore, John C., Corp.
Mutual Publishers
National Blank Book Co.
National Business Systems Co.
National Litho Forms Co.
Rediform Division
Redi-Record Payroll Systems
Remington Rand Inc.

Reynolds & Reynolds Co., The
S-K Forms Co.
Shaw-Walker Co.
Shelby Salesbook Co.
Sheppard, C. E., Co.
Smith, W. Ray, Co.
Stationers Loose Leaf Co.
Taylor, R. A., Corp.
"Tops" Business Forms
Universal Manufacturing Stationers, Inc.
Visirecord, Inc.
Walker, Frank R., Co.
Watt & Gillogly, Inc.
Wilmer, E. P., Inc.
WILSON JONES CO.
Yale Filing Supply Co.

Forms (Physicians)

Acme Visible Records, Inc.
BLACKBOURN SYSTEMS, INC.
BOORUM & PEASE CO.
DOME PUBLISHING CO., INC.
IDEAL SYSTEM CO.
McMillan Book Co.
Merchants Industries, Inc.
Mohler, A.
Moore Business Forms, Inc.
National Blank Book Co.
Rediform Division
Remington Rand Inc.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
WILSON JONES CO.
Yale Filing Supply Co.
Yawman and Erbe Mfg. Co.

Forms (Purchase Order)

Accurate Sales Book Co.
American Lithofold Corp.
ASSOCIATED STATIONERS SUPPLY CO.
Baltimore Salesbook Co.
Barnes, A. R., & Co.
Bonnar-Vawter, Inc.
Consolidated Business Systems, Inc.
Ennis Tag & Salesbook Co.
General Manifold & Printing Co.
Martell, A. E., Co.
Merchants Industries, Inc.
Moore Business Forms, Inc.
National Blank Book Co.
National Litho Forms Co.
Pittsburgh Salesbook Co.
Potter Press, The
Rediform Division
Remington Rand Inc.
Reynolds & Reynolds Co.
Rogersnap Business Forms
Ross-Martin Co.
Rubin's Corp.
Shelby Salesbook Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
"Tops" Business Forms
Visirecord, Inc.
Walker, Frank R., Co.
Watts, Alfred Allen, Co., Inc.
WILSON JONES CO.
Yale Filing Supply Co.
Yawman and Erbe Mfg. Co.

Forms (Social Security)

Accurate Sales Book Co.
American Lithofold Corp.
ASSOCIATED STATIONERS SUPPLY CO.
Barrett, P. L.
Bates Accounting Forms Co., Inc.
BLACKBOURN SYSTEMS, INC.
Bonnar-Vawter, Inc.
BOORUM & PEASE CO.
Carbonized Paper Co.
Colonial Co.
Commonwealth Publishing Co.
Consolidated Business Systems, Inc.
DOME PUBLISHING CO., INC.
Ersco
General Manifold & Ptg. Co.
IDEAL SYSTEM CO.
Hadley, Charles R., Co.
Le Febure Corp.
Martell, A. E., Co.
Master-Craft Corp.
McMillan Book Co.
Merchants Industries, Inc.
Moore Business Forms, Inc.
Moore, John C., Corp.
National Blank Book Co.
National Business Systems Co.
Rediform Division
Redi-Record Payroll Systems
S-K Forms Co.
Sheppard, C. E., Co.
Smith, W. Ray, Co.
Stationers Loose Leaf Co.
"Tops" Business Forms
Universal Manufacturing Stationers, Inc.
Watt & Gillogly, Inc.
Watts, Alfred Allen, Co., Inc.
Wilmer, E. P., Inc.
WILSON JONES CO.
Yale Filing Supply Co.
Yawman and Erbe Mfg. Co.

Forms (Spot Carbon)

Accurate Sales Book Co.
American Business Systems
American Lithofold Corp.
Autographic Business Forms, Inc.
Bonnar-Vawter, Inc.
Consolidated Business Systems, Inc.
E. Z. Sort Systems, Ltd.
Filing Equipment Bureau, Inc.
International Ticket Co.
Koller & Smith Co., Inc.
Martell, A. E., Co.
Merchants Industries, Inc.
Moore Business Forms, Inc.
Rediform Division
Reynolds & Reynolds Co.
Shelby Salesbook Co.
Sheppard, C. E., Co.
Transkrit Corp.
Watts, Alfred Allen, Co., Inc.
Workman Mfg. Co.

Forms (Stock)

(See Forms, Business, Stock)

Forms (Stock Control Record)

Acme Visible Records, Inc.
ASSOCIATED STATIONERS SUPPLY CO.
BLACKBOURN SYSTEMS, INC.
BOORUM & PEASE CO.
Buchan Loose Leaf Records Co.
Daco Card & Index Co.
Dunleavy Co.
E-Z Sort Systems, Ltd.
General Manifold & Ptg. Co.
Hadley, Charles R., Co.
IDEAL SYSTEM CO.
Martell, A. E., Co.
McCaskey Register Division
McMillan Book Co.
Merchants Industries, Inc.
Moore Business Forms, Inc.
National Blank Book Co.
Rediform Division
Reynolds & Reynolds Co.
Shelby Salesbook Corp.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
"Tops" Business Forms
Universal Manufacturing Stationers, Inc.
Visirecord, Inc.
Vuefax Corp.
Weatherly Index Co.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Forms (Tabulating)

American Business Systems
American Lithofold Corp.
AMERICAN REGISTER CO.
Atlantic Register Co.
Autographic Business Forms, Inc.
Bonnar-Vawter, Inc.
Consolidated Business Systems, Inc.
Dunleavy Co.
E-Z Sort Systems, Ltd.
Egry Register Co.
HANO, PHILIP, CO., INC.
Merchants Industries, Inc.
Miami Systems Corp.
Moore Business Forms, Inc.
National Carbon Coated Paper Co.
National Litho Forms Co.
Pittsburgh Salesbook Co.
Potter, Press, The
Remington Rand Inc.
Shelby Salesbook Co.
Sheppard, C. E., Co.
Standard Register Co.
Watts, Alfred Allen, Co., Inc.

Forms (Teller's Cash Ticket)

Accurate Sales Book Co.
Baltimore Salesbook Co.
Carbonized Paper Co.
Ennis Tag & Salesbook Co.
Ersco
Hall, J. C., Co.
Martell, A. E., Co.
Merchants Industries, Inc.
Moore Business Forms, Inc.
National Carbon Coated Paper Co.
Potter Press, The
Rediform Division
Shelby Salesbook Co.

Forms (Traffic)

Accurate Sales Book Co.
ASSOCIATED STATIONERS SUPPLY CO.
E-Z Sort Systems, Ltd.
Merchants Industries, Inc.
Moore Business Forms, Inc.
National Blank Book Co.
National Litho Forms Co.
Rediform Division
"Tops" Business Forms

Forms (Truck Record)

Accurate Sales Book Co.
ASSOCIATED STATIONERS SUPPLY CO.
Barnes, A. R., & Co.
BLACKBOURN SYSTEMS, INC.
Carbonized Paper Co.
Consolidated Business Systems, Inc.
DOME PUBLISHING CO., INC.
E-Z Sort Systems, Ltd.
Ennis Tag & Salesbook Co.
General Manifold & Ptg. Co.
Hadley, Charles R., Co.
IDEAL SYSTEM CO.
Merchants Industries, Inc.
Moore Business Forms, Inc.
National Blank Book Co.
Rediform Division
WILSON JONES CO.

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Acme Visible Records, Inc.
ASSOCIATED STATIONERS SUPPLY CO.
BOORUM & PEASE CO.
Buchan Loose Leaf Records Co.
Business Efficiency Aids
Conolly, Henry, Co.
DIEBOLD, INC.
Filing Equipment Bureau, Inc.
Globe-Wernicke Co.
Hadley, Charles R., Co.
Koller & Smith Co., Inc.
Master-Craft Corp.
McMillan Book Co.
Moore Business Forms, Inc.
National Blank Book Co.
Postindex Co.
RECORDPLATE CO.
Rediform Division
Remington Rand Inc.
Ross-Gould Co.
Shaw-Walker Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Trussell Mfg. Co., Inc.
Universal Manufacturing Stationers, Inc.
VICTOR SAFE & EQUIPMENT
Visirecord, Inc.,
Vue-Fax Corp.
Wassell Organization, Inc.
Watt & Gillogly, Inc.
Weatherly Index Co.
WHEELDEX & SIMPLA PRODUCTS, INC.
WILSON JONES Co.
Workman Mfg. Co.
Yawman and Erbe Mfg. Co.

Forms (Withholding Tax)

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ADVANCO PRODUCTS
American Lithofold Corp.
Apex Business Systems
Autographic Business Forms, Inc.
Barrett, P. L.
Bates Accounting Forms Co., Inc.
BLACKBOURN SYSTEMS, INC.
Bonnar-Vawter, Inc.
Carbonized Paper Co.
Colonial Co.
Consolidated Business Systems, Inc.
DOME PUBLISHING CO., INC.
Egry Register Co.
Hadley, Charles R., Co.
IDEAL SYSTEM CO.
Martell, A. E., Co.
Master-Craft Corp.
McMillan Book Co.
Moore Business Forms, Inc.
National Blank Book Co.
National Business Systems Co.
National Litho Forms Co.
Rediform Division
Ross-Martin Co.
Shelby Salesbook Co.
Sheppard, C. E., Co.
S-K Forms Co.
Smith, W. Ray, Co.
"Tops" Business Forms
Watt & Gillogly, Inc.
Watts, Alfred Allen, Co., Inc.
Wilmer, E. P., Inc.
WILSON JONES CO.
Workman Mfg. Co.
Yawman and Erbe Mfg. Co.

Fountain Brush Pens
(See Brushes, Marking, Fountain)

Fountain Brushes (Stencil)
(See Brushes, Marking, Stencil)

Fountain Pen Desk Sets
(See Desk Sets, Fountain Pen)

Fountain Pen Repair Kits
(See Repair Kits, Fountain Pen)

Fountain Pen Repair Parts

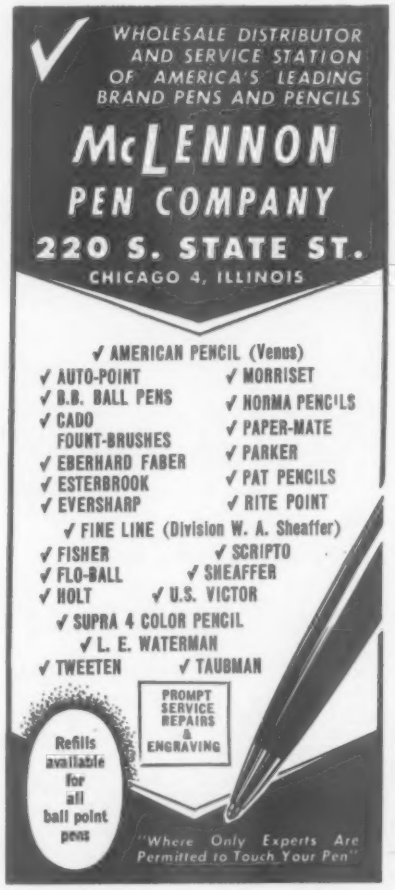
Arch Pen Co.
Avon Pen Products Co., Inc.
Barrett, C. E., & Co.
Eversharp, Inc.
Lipic, Jos., Pen Co.
Modern Pen Mfg. Co., Inc.
Parker Pen Co.
Pencraft, Inc.
Pen-N-Pencil Co.
Sheaffer, W. A., Pen Co.
Waterman Pen Co., Inc.
Welty Pen & Repair Co.

Fountain Pen-Mechanical Pencil (Combination)

American Pencil Co.
Arch Pen Co.
Arnold, R. L., Pen Co., Inc.
Avon Pen Products Co., Inc.
Barrett, C. E., & Co.
BAUMGARTEN, FRED
Duplex Pen & Pencil Co.
Eversharp, Inc.
Holland, John, Gold Pen Co.
Hutcheon Brothers
Kahn, David, Inc.
Lipic, Jos., Pen Co.
Modern Pen Mfg. Co., Inc.
Non-Stop Pen & Pencil Co.
Parker Pen Co.
Pen-N-Pencil Co.
Quick Point Pencil Co.
Scripto, Inc.
Southern Pen Co.
Stratford Pen Corp.
U. S. Victor Fountain Pen Co., Inc.
Waterman Pen Co., Inc.
Welsh Mfg. Co.
Welty Pen & Repair Co.

Fountain Pen and Mechanical Pencil Sets

American Pencil Co.
Arch Pen Co.
Arnold, R. L., Pen Co., Inc.
Barrett, C. E., & Co.
Columbia Pencil Co., Inc.
Diamond Point Pen Co., Inc.
Esterbrook Pen Co.
Everlast Pen Corp.
Eversharp, Inc.
Faber, Eberhard, Pencil Co.
Hamilton Pen Co.
Holland, John, Gold Pen Co.
Hutcheon Brothers
Kahn, David, Inc.
Lipic, Joseph, Pen Co.
Modern Pen Mfg. Co., Inc.
Monochrome Pen Co.
Moore Pen Co.
Morrison Fountain Pen Co.
New Diamond Point Pen Co.
Non-Stop Pen & Pencil Co.
Parker Pen Co.
Peerless Pen Co.
Pen-N-Pencil Co.
Rite-Craft Co.
Rotary Pen Co.
Sapphire Products
Schlosser Mfg. Co.
Scripto, Inc.
Serolite Corp.
Sheaffer, W. A., Pen Co.
Southern Pen Co.
Stratford Pen Corp.
Tenner-Anderson Co.
U. S. Victor Fountain Pen Co., Inc.
Universal Fountain Pen & Pencil Co.
Waterman Pen Co., Inc.
Welsh Mfg. Co.
Welty Pen & Repair Co.



Fountain Pens (Ball-Point)

All-Rite Pen, Inc.
American Pencil Co.
Arnold, R. L., Pen Co., Inc.
Arrowball Corp.
Autopoint Co.
Avon Pen Products Co., Inc.
B-B Pen Corp.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Ball Pen Co.
Barrett, C. E., & Co.
Brown & Bigelow
Brownie Mfg. Co.
Changepoint, Inc.
Chatham Mfg. Co., Inc.
Cleevelandt Corp.
Columbia Pencil Co., Inc.
Concord Pen Co.
Dean Mfg. Corp.
Diversey Machine Works
Duplex Pen & Pencil Co.
Eagle Pencil Co.
Eversharp, Inc.
Everlast Pen Corp.
Faber, Eberhard, Pencil Co.
Ferber Corp.
Fieldston Products Corp.
FISHER PEN CO.
Flo-Ball Pen Corp.
Hutcheon Brothers
Inkograph Products Div.
Kahn, David, Inc.
Lipic, Joseph, Pen Co.
McLENNON PEN CO.
Modern Pen Mfg. Co., Inc.
Morris, Bert M., Co.
Morris, Owen, & Co.
Morrison Fountain Pen Co.
Non-Stop Pen & Pencil Co.
Paper-Mate Co., Inc.
Parker Pen Co.
Peerless Pen Co.
Pencraft, Inc.
Pen-N-Pencil Co.
Pen-Rite Corp.
Ritepoint Co.
Rotary Pen Co.
Scripto, Inc.
Serolite Corp.
Sheaffer, W. A., Pen Co.
Southern Pen Co.
Stratford Pen Corp.
Taubman, Samuel, & Co.
Universal Fountain Pen & Pencil Co.
U. S. Victor Fountain Pen Co., Inc.
Waterman Pen Co., Inc.
Welsh Mfg. Co.
Welty Pen & Repair Co.

Fountain Pens (Laundry Marking)

Arnold, R. L., Pen Co., Inc.
Avon Pen Products Co., Inc.
Carter's Ink Co.
Dri-Flo Mfg. Co.
Jet Mfg. Co., Inc.
Lipic, Joseph, Pen Co.
McLENNON PEN CO.
Pen-N-Pencil Co.
Speedry Products, Inc.
Taubman, Samuel, & Co.

Fountain Pens (Nib Type)

Alexander Mfg. Co.
American Pencil Co.
Arch Pen Co.
Arnold, R. L., Pen Co., Inc.
Avon Pen Products Co.
Baff Mfg. Co.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Barrett, C. E., & Co.
Changepoint, Inc.
Chatham Mfg. Co., Inc.
Conklin Pen Co.
Diamond Point Pen Co., Inc.
Duplex Pen & Pencil Co.
Eagle Pencil Co.
Essex Corp.
Esterbrook Pen Co.
Everlast Pen Co.
Eversharp, Inc.
Hamilton Pen Co.
Holland, John, Gold Pen Co.
Hutcheon Brothers
Inkograph Products Div.
Kahn, David, Inc.
Lipic, Joseph, Pen Co.
McLENNON PEN CO.
Modern Pen Mfg. Co., Inc.
Monochrome Pen Co.
Moore Pen Co.
Morris, Bert M., Co.
Morrison Fountain Pen Co.
Non-Stop Pen & Pencil Co.
Palmer, A. N., Co.
Parker Pen Co.
Peerless Pen Co.

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Rotary Pen Co.
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Sheaffer, W. A., Pen Co.
Southern Pen Co.
Starr Pen Co.
Stratford Pen Corp.
Tenner-Anderson Co.
U. S. Victor Fountain Pen Co., Inc.
Universal Fountain Pen & Pencil Co.
Waterman Pen Co., Inc.
Welsh Mfg. Co.
Welty Pen & Repair Co.

Frames (Hanging Folder)

(See File Drawer Frames, Hanging Folder)

Frames (Picture)

(See Picture Frames)

Frames (Stencil, Addressing Machine)

(See Stencils, Addressing Machine, Metal)

Functional Unit Furniture

(See Furniture, Modular Units)

Furniture (Bank and Fixtures)

ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
CARLTON-SURREY, INC.
Excellent Cabinet Works Co.
General Fireproofing Co.
Globe-Wernicke Co.
Grand Rapids Leather Furniture Co.
GUNLOCKE, W. H., CHAIR CO.
Johnson Chair Co.
Lehigh Furniture Corp.
Leopold Co.
MARBLE, B. L., CHAIR COMPANY
Michaels Art Bronze Co.
Newman Brothers, Inc.
PARKER STEEL PRODUCTS, INC.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
Scerbo, Frank, & Sons, Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Sloane, W. & J.
Toledo Metal Furniture Co.
Watson Mfg. Co.
Yawman and Erbe Mfg. Co.

Furniture (Chrome, Tubular Steel)

American Fixture & Mfg. Co.
ARD MFG. CO., INC.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
Comfort Lines, Inc.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Kentube Mfg. Co., Inc.
Lloyd Mfg. Co.
PRECISION MFG. CO.
Royal Metal Mfg. Co.
Troy Sunshade Co.
Virtue Bros. Mfg. Co.
Waco Products, Inc.

Furniture (Church)

American Seating Co.
Carondelet Mfg. Co.
DeMoulin Bros. & Co.
Griggs Equipment Co.
Kundtz, Theodor, Co.
Manitowoc Church Furniture Co., Inc.
Redington, J. P., & Co.
Southern Desk Co.
Svoboda Church Furniture Co

Furniture (Courthouse)

American Seating Co.
CARLTON-SURREY, INC.
Carondelet Mfg. Co.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog insert, Pages 105-106)
General Fireproofing Co.
Globe-Wernicke Co.
Griggs Equipment Co.
Leopold Co.
PEERLESS STEEL EQUIPMENT CO.
Redington, J. P., & Co.
SECURITY STEEL EQUIPMENT CORP.
Watson Mfg. Co.

Furniture (Drafting Room)

(See Drafting Equipment)

Furniture (Factory)

(See Factory Equipment)

Furniture (Full Upholstered, Wood Frame)

Barcalo Mfg. Co.
Berkey Leather Furniture Corp.
Brenner, Wm., Furniture Corp.
BRIGHT CHAIR CO., INC.
Buckstaff Co.
CARLTON-SURREY, INC.
Congress Chair Co., Inc.
Davis Upholstery Co., Inc.
Decker, Isaac C., Inc.

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Furniture (Full Upholstered, Wood Frame)

(Continued from page 183)

Garland Furniture Co.
Grand Rapids Leather Furniture Co.
GREGSON MFG. CO.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
Huntington Chair Corporation
Imperial Leather Furniture Co.
Jamestown Lounge Co.
Johnson Chair Co.
KENMAR MFG. CO.
Kingdom Mfg. Co.
Lawsonia Mfg. Co., Inc.
Lehigh Furniture Corp.
Loeblein of Kent, Inc.
MARBLE, B. L., CHAIR COMPANY
Miller, Herman, Furniture Co.
Milwaukee Chair Co.
Modernize, Inc.
Monarch Furniture Co.
Monroe Upholstery Shops, Inc.
Morse, Ralph, Furniture Co.
MURPHY-MILLER, INC.
National Furniture Mfg. Co., Inc.
NIEMANN, INC.
Princeton Upholstery Co., Inc.
Remington Rand Inc.
Scerbo, Frank, & Sons, Inc.
Sloane, W. & J.
Stanley Mfg. Co.
STATIONERS MFG. CO.
Stow & Davis Furniture Co.
Streit, C. F., Mfg. Co.
Thomas Furniture Co.
Thonet Industries, Inc.
Wierenga Upholstering Co.
Young Chair Co.

Furniture (Library, Card Catalog Files)

Anderson-Hickey Co., Inc.
ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Excellent Cabinet Works Co.
Gaylord Bros.
General Fireproofing Co.

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Yawman and Ebre Mfg. Co.

Furniture (Library, Chairs)

Adirondack Chair Co.
American Seating Co.
Berkey Leather Furniture Corp.
Buckstaff Co.
CARLTON-SURREY, INC.
Emeco Corp.
General Fireproofing Co.
GREGSON MFG. CO.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
Huntington Chair Corporation
INDIANA CHAIR CO.
Johnson Chair Co.
Lehigh Furniture Corp.
MARBLE, B. L., CHAIR COMPANY
Maso Steel Products
Milwaukee Chair Co.
Milwaukee Metal Furniture Co.
Myrtle Desk Co.
Ohio Chair Co., Inc.
Peabody Seating Company, Inc.
Remington Rand Inc.
ROWLES, E. W. A., CO.
Royal Metal Mfg. Co.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Sikes Co., Inc.
Sjostrom, John E., Co.
Sloane, W. & J.
STATIONERS MFG. CO.
Stow & Davis Furniture Co.
Sturgis Posture Chair Co.
Thomas Furniture Co.
Thonet Industries, Inc.
U. S. Chaircraft Mfg. Corp.
Waco Products, Inc.
Yawman and Erbe Mfg. Co.

Furniture (Library, Charging Desks)

ART METAL CONSTRUCTION CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Excellent Cabinet Works Co.
Gaylord Bros.
General Fireproofing Co.
HASKELL, INC.
Myrtle Desk Co.
National School Equipment Co.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
ROWLES, E. W. A., CO.
Sjostrom, John E., Co.

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ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
Bernard Franklin Co., Inc.
BORROUGHS MFG. CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Estey Metal Products, Inc.
Excellent Cabinet Works Co.
General Fireproofing Co.
Globe-Wernicke Co.
Interior Steel Equipment Co.
Jayem Sales Corp.
LYON METAL PRODUCTS, INC.
Myrtle Desk Co.
Neubauer Mfg. Co.
Remington Rand Inc.
ROWLES, E. W. A., CO.
Royal Metal Mfg. Co.
Sjostrom, John E., Co.
STAR STEEL EQUIPMENT CO., INC.
Supreme Steel Products, Inc.
Virginia Metal Products, Inc.

Furniture (Library, Tables)

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ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
BRADLEY, MILTON, CO.
Buckstaff Co.
CARLTON-SURREY, INC.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Excellent Cabinet Works Co.
Garland Furniture Co.
General Fireproofing Co.
GREGSON MFG. CO.
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JASPER DESK CO.
(See Catalog Insert, Pages 111-112)
JASPER TABLE CO., INC.
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Furniture (Library, Tables)

(Continued from page 184)

Myrtle Desk Co.
PEERLESS STEEL EQUIPMENT CO.
QUIGLEY FURNITURE CO.
Remington Rand Inc.
RISHEL, J. K., FURNITURE CO.
ROWLES, E. W. A., CO.
Royal Metal Mfg. Co.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Sjostrom, John E., Co.
STANDARD FURNITURE CO.
STATIONERS MFG. CO.
Stow & Davis Furniture Co.
Thonet Industries, Inc.
U. S. Chaircraft Mfg. Corp.
Wells Furniture Mfg. Co.
Yawman and Erbe Mfg. Co.

Furniture (Lodge)

Adirondack Chair Co.
American Seating Co.
Bentwood Products, Inc.
CARLTON-SURREY, INC.
Decker, Isaac C., Inc.
Emeco Corp.
Grand Rapids Leather Furniture Co.
GUNLOCKE, W. H., CHAIR CO.
Heywood-Wakefield Co.
Huntington Chair Corporation
Johnson Chair Co.
KENMAR MFG. CO.
Leopold Co.
MARBLE, B. L., CHAIR COMPANY
Modernize, Inc.
Monarch Furniture Co.
Ohio Chair Co., Inc.
Redington, J. P., & Co.
Royal Metal Mfg. Co.
Thomas Furniture Co.

Furniture (Matched Office Suites, Metal)

ALL-STEEL EQUIPMENT INC.
American Fixture & Mfg. Co.
ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
General Fireproofing Co.
Globe-Wernicke Co.
HASKELL, INC.
INVINCIBLE METAL FURNITURE CO.
PEERLESS STEEL EQUIPMENT CO.
Royal Metal Mfg. Co.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steelcase, Inc.
Yawman and Erbe Mfg. Co.

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Alma Desk Co.
Anderson Desk Mfg. Co.
ARNOT-JAMESTOWN DIVISION
CARLTON-SURREY, INC.
Doten-Dunton Desk Co.
Executive Furniture Co.
Garland Furniture Co.
Great Lakes Furniture Co.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
(See Catalog Insert, Pages 111-112)
JASPER OFFICE FURNITURE CO.
Kenwood Corp.
Lehigh Furniture Corp.
Leopold Co.
Miller, Herman, Furniture Co.
Myrtle Desk Co.
National Desk Co.
Remington Rand Inc.
RISHEL, J. K., FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
Shelbyville Desk Co.
Sloane, W. & J.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.

Furniture (Modular Units)

ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Dale Office Furniture Mfrs.
G. R. Products, Inc.
Globe-Wernicke Co.
Great Lakes Furniture Co.
HASKELL, INC.
Korda Industries
Lehigh Furniture Corp.
Miller, Herman, Furniture Co.
MORVAL CORP.
(See Catalog Insert, Pages 97-100)
STANDARD FURNITURE CO.

Furniture (Package Deal, Complete)

ARNOT-JAMESTOWN DIVISION
CARLTON-SURREY, INC.
Garland Furniture Co.
General Fireproofing Co.
Myrtle Desk Co.
Stow & Davis Furniture Co.

Furniture (Reception Room, Chairs, Metal)

American Fixture & Mfg. Co.
ARD MFG. CO., INC.
ART METAL CONSTRUCTION CO.
Blair Aluminum Furniture Co.
Cramer Posture Chair Co., Inc.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Emeco Corp.
FRITZ-CROSS CO.
General Fireproofing Co.
Globe-Wernicke Co.
Griggs Equipment Co.
HAMILTON MFG. CORP.
King Posture Chair Co.
Lloyd Mfg. Co.
LYON METAL PRODUCTS, INC.
Maso Steel Products
Milwaukee Metal Furniture Co.
Ohio Chair Co., Inc.
PRECISION MFG. CO.
Remington Rand Inc.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
Shaw-Walker Mfg. Co.
Southern Spring Bed Co., Inc.
Steelcase, Inc.
Sturgis Posture Chair Co.
Thomas Furniture Co.
U. S. Chaircraft Mfg. Corp.
Waco Products, Inc.
Yawman and Erbe Mfg. Co.

Furniture (Reception Room, End Tables, Metal)

American Fixture & Mfg. Co.
ARD MFG. CO., INC.
Blair Aluminum Furniture Co.
Dixie Chrome Products, Div.
Dray Mfg. Co.
General Fireproofing Co.
Globe-Wernicke Co.
HASKELL, INC.
Lloyd Mfg. Co.
Ohio Chair Co., Inc.
PRECISION MFG. CO.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
Thomas Furniture Co.
U. S. Chaircraft Mfg. Corp.

Furniture (Reception Room, Settees, Metal)

American Fixture & Mfg. Co.
ARD MFG. CO., INC.
Blair Aluminum Furniture Co.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Emeco Corp.
General Fireproofing Co.
Globe-Wernicke Co.
Lloyd Mfg. Co.
Ohio Chair Co., Inc.
PRECISION MFG. CO.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
Southern Spring Bed Co., Inc.
Thomas Furniture Co.
U. S. Chaircraft Mfg. Corp.

Furniture (Reception Room, Chairs, Wood)

American Chair Co.
American Fixture & Mfg. Co.
ARD MFG. CO., INC.
Atlantic Furniture Products Co., Inc.
Berkey Leather Furniture Corp.
Buckstaff Co.
CARLTON-SURREY, INC.
Decker, Isaac C., Inc.
Doten-Dunton Desk Co.
Garland Furniture Co.
Grand Rapids Leather Furniture Co.
GREGSON MFG. CO.
Great Lakes Furniture Co.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
Huntington Chair Corporation
INDIANA CHAIR CO.
Johnson Chair Co.
KENMAR MFG. CO.
Kingdom Mfg. Co.
Lawsonia Mfg. Co., Inc.
Lehigh Furniture Corp.
MARBLE, B. L., CHAIR COMPANY
Milwaukee Chair Co.
Modernize, Inc.
Monarch Furniture Co.
MURPHY-MILLER, INC.
National Furniture Mfg. Co., Inc.
Remington Rand Inc.
Richard, Inc.
Scerbo, Frank, & Sons, Inc.
Sikes Co., Inc.
STATIONERS MFG. CO.
Stow & Davis Furniture Co.
Thomas Furniture Co.
Thonet Industries, Inc.
Worden Co.
Young Chair Co.

Furniture (Reception Room, End Tables, Wood)

American Fixture & Mfg. Co.
Atlantic Furniture Products Co., Inc.
Buckstaff Co.
CARLTON-SURREY, INC.
Doten-Dunton Desk Co.
Excellent Cabinet Works Co.
Garland Furniture Co.
Gibraltar Mfg. Co., Inc.
Huntington Chair Corporation
JASPER DESK CO.
(See Catalog Insert, Pages 111-112)
JASPER TABLE CO., INC.
Laun, A. A., Furniture Co.
Lehigh Furniture Corp.
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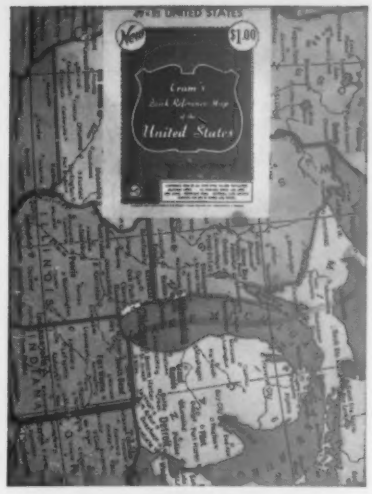

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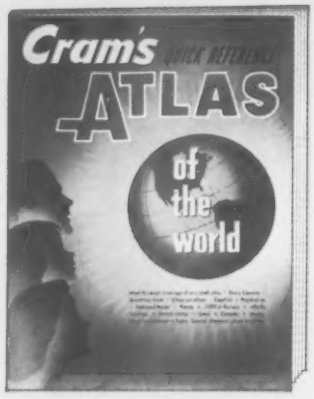

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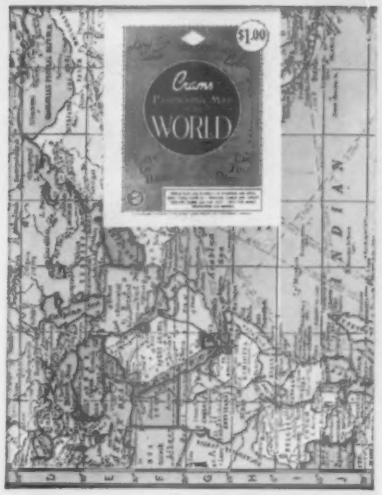

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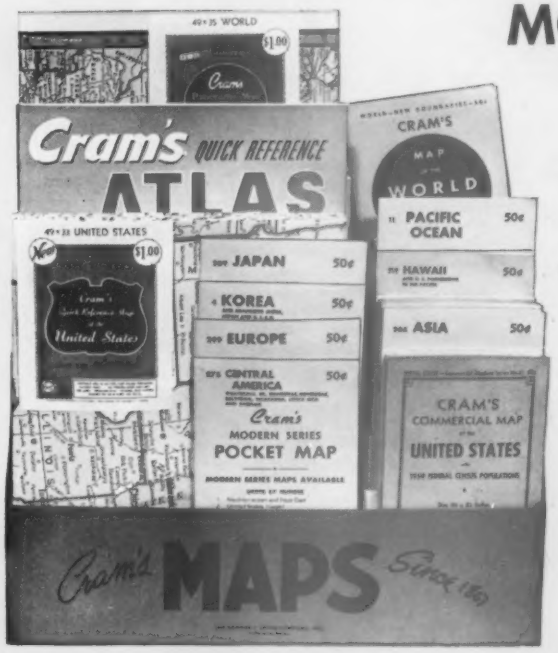

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(See Files, Hanging)

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NATIONAL LOCK CO.
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Weber-Knapp Co.

Hat and Coat Racks

(See Racks, Hat and Coat)

Hectograph Carbons

(See Carbon Paper, Hecto-Spirit)

Hectograph Ribbons

(See Ribbons, Typewriter, Hectograph)

Hectographs

(See Duplicators, Gelatin)

High Line Equipment

(See Files, High Line)

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(See also Racks, Book)

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(See Memo Pads and Holders, Desk)

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(See Penholders)

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(See Racks, Pen and Pencil)

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(See also Label Holders, Shelf, Drawer)

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(See Clips, Display)

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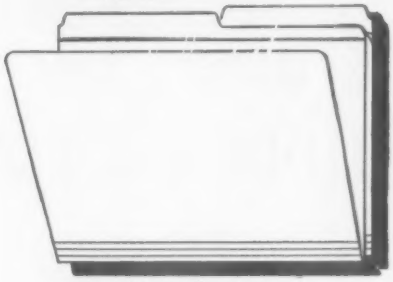

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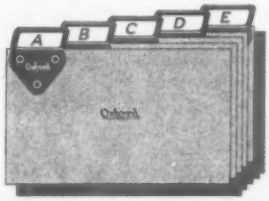

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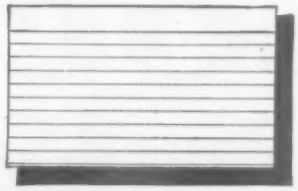

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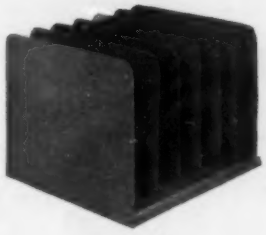

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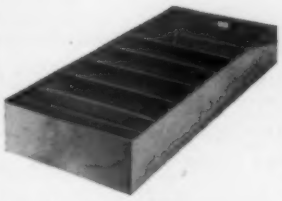

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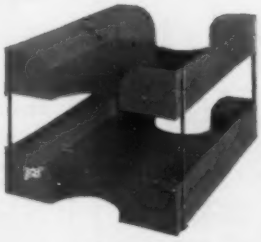

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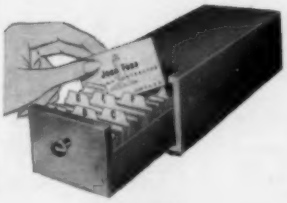

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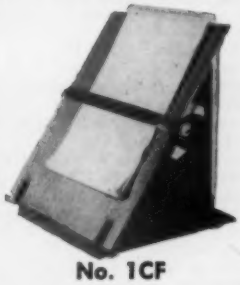

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(Continued from page 194)

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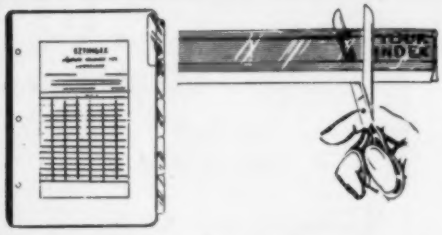

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Federbush, M. W., Loose Leaf
General Loose Leaf Bindery Co., Inc.
Grand Rapids Loose Leaf Binder Co.
IDL MFG. & SALES CORP.
Index Sales Corp.
Le Febure Corp.
Loose Leaf House
Majestic Loose Leaf, Inc.
McMillan Book Co.
MEIER, JOSHUA, CO., INC.
National Blank Book Co.
RECORDPLATE CO.
Remington Rand Inc.
Stationers Loose Leaf Co.
Trussell Mfg. Co., Inc.
Vernon, S. E. & M., Inc.
WILSON JONES CO.

Index Systems (Storage and Transfer Binder)

AIGNER, G. J., CO.

when you see a **bold face** listing...

it means the manufacturer has an advertisement in this issue giving further information about his products.

If the ad is not adjacent to the listing, refer to the Advertisers Index just inside the back cover.

use the handy inquiry-cards for complete information from advertisers

BOORUM & PEASE CO.
ELBE FILE & BINDER CO., INC.
Federbush, M. W., Loose Leaf
General Loose Leaf Bindery Co., Inc.
Grand Rapids Loose Leaf Binder Co.
Le Febure Corp.
Loose Leaf House
McMillan Book Co.
National Blank Book Co.
Remington Rand Inc.
Trussell Mfg. Co., Inc.
WILSON JONES CO.

Index Systems (Visible Card Record)

(See Visible Record Equipment)

Index Systems (Visible Record Binder)

Acme Visible Records, Inc.
AIGNER, G. J., CO.
ART STEEL SALES CORP.
BOORUM & PEASE CO.
Buchan Loose Leaf Records Co.
ELBE FILE & BINDER CO., INC.
Federbush, M. W., Loose Leaf
General Loose Leaf Bindery Co., Inc.
Index Sales Corp.
Le Febure Corp.
Loose Leaf House
McMillan Book Co.
National Blank Book Co.
Remington Rand Inc.
Stationers Loose Leaf Co.
Trussell Mfg. Co., Inc.
Wassell Organization, Inc.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

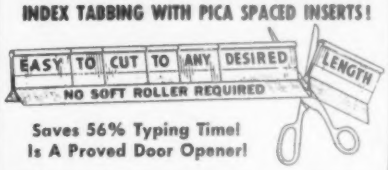
Index Tabs (Celluloid)

AIGNER, G. J., CO.
American Beauty Cover Co.
BARKLEY, C. L., & CO.
CEL-U-DEX CORP.
COOKE & COBB CO.
Dunleavy Co.
ELBE FILE & BINDER CO., INC.
EZYINDEX PRODUCTS CORP.

ONE SOURCE OF SUPPLY
For All Your Indexing Needs

- **Strip Tabbing**
  All Stock Sizes & Colors
- **Pre-Cut Tabs**
  All Stock Sizes & Colors
- **Indexes, Stock—Special**
  For All Types Of Binders

And Don't Forget
Only Aigner Makes
AIGNER TYPERITE
INDEX TABBING WITH PICA SPACED INSERTS!



Saves 56% Typing Time!
Is A Proved Door Opener!

With This Tabbing, typists use the line space lever for typing the titles; no soft roller is required. It's a sure-fire door opener.

FREE SALES AIDS

All you need to help you sell, educate your customers and your salesmen, are provided FREE. Samples, inserts, stuffers, literature, etc.

Write For Catalog, Sales Aids, Price List.

AIGNER INDEXES
97 Reade St., New York 13, N. Y.
426 S. Clinton St., Chicago 7, Ill.

Index Tabs (Celluloid)

(Continued from page 197)

Federbush Co., Inc.
Federbush, M. W., Loose Leaf
Filing Equipment Bureau, Inc.
General Loose Leaf Bindery Co., Inc.
Globe-Wernicke Co.
GUIDE SYSTEM & SUPPLY CO.
Heinn Co.
Index Sales Corp.
Keystone Index Card Co.
Le Febure Corp.
Master-Craft Corp.
National Blank Book Co.
Remington Rand Inc.
Royal Index Tab Co.
Sheppard, C. E., Co.
Smith, Charles C., Inc.
Stationers Loose Leaf Co.
Trussell Mfg. Co., Inc.
Universal Index Tab Co.
Universal Paper Goods Co.
VICTOR SAFE & EQUIPMENT
Wabash Filing Supplies, Inc.
Weis Mfg. Co.

Index Tabs (Cloth, Linen)

AIGNER, G. J., CO.
Cott Index Co.
CROWNOLA LOOSE LEAF PRODUCTS, INC.
DENNISON MFG. CO.
ELBE FILE & BINDER CO., INC.
General Loose Leaf Bindery Co., Inc.
GRAFF, GEORGE B., CO.
Heinn Co.
IDL MFG. & SALES CORP.
National Blank Book Co.
Prudon Specialty Mfg. Co.
Remington Rand Inc.
REYBURN MFG. CO., INC.
Sheppard, C. E., Co.
Smith, Charles C., Inc.
SPEED PRODUCTS CO., INC.
Stationers Loose Leaf Co.
Trussell Mfg. Co., Inc.
U-File-M Binder Mfg. Co., Inc.
Warshaw Mfg. Co., Inc.

Index Tabs (Leather)

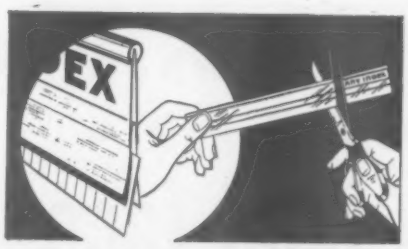
AIGNER, G. J., CO.
American Beauty Cover Co.
Burkhardt Co.
Cott Index Co.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Federbush, M. W., Loose Leaf
Grand Rapids Loose Leaf Binder Co.
Heinn Co.
Le Febure Corp.
Master-Craft Corp.
Sheppard, C. E., Co.
Smith, Charles C., Inc.
Stationers Loose Leaf Co.
Tenacity Mfg. Co.
Trussell Mfg. Co., Inc.
WILSON JONES CO.
Yale Filing Supply Co.

Index Tabs (Metal)

AIGNER, G. J., CO.
BARKLEY, C. L., & CO.
BROWNE-MORSE CO.
Cook, H. C., Co.
Dunleavy Co.
ELBE FILE & BINDER CO., INC.
Ennis Tag & Salesbook Co.
FARBER, LOUIS H., CO.
Filing Equipment Bureau, Inc.
Keystone Index Card Co.
King Filing Supply Co.
Le Febure Corp.
National Blank Book Co.
SMEAD MFG. CO., INC.
Smith, Charles C., Inc.
Sondon Systems Corp.
Ulrich Planfiling Equipment Corp.
Universal Paper Goods Co.
Wabash Metal Products Co.
Wabash Filing Supplies, Inc.
Weis Mfg. Co.
WILSON JONES CO.
Winter Stamping Co.
Yawman and Erbe Mfg. Co.

Index Tabs (Plastic)

AIGNER, G. J., CO.
BARKLEY, C. L., & CO.
Burkhardt Co.
CEL-U-DEX CORP.



MAK-UR-OWN
Trade Mark Reg. U. S. A.
CELLULOID INDEX TABS

A Mak-Ur-Own beaded-edge tab on every active reference in card files, ring books, ledgers, etc. will make records more efficient. 6" strips cut quickly to any desired length and are easily attached. Choice of 7 colors in 3 extensions and changeable plain or color bar inserts.

Mak-Ur-Own Insertable Index Sheets with blank or printed tabs attached, assure instant reference to Ledgers, Post Binders, etc. Each grade is made of high quality, long wearing paper stock and will provide long, satisfactory service. Available in complete sets in three grades.

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SAFE & EQUIPMENT
DEALER SALES DIVISION · REMINGTON RAND INC.
315 FOURTH AVENUE · NEW YORK 10, N. Y.

CROWN TIP
TRANSPARENT
INDEX TABS

by **THE FOOT**

used for all
SPECIAL
INDEXING

8 transparent colors and 3 exposures. Made in 6" lengths — cut to size required.

BEST BY LABORATORY TEST

CEL-U-DEX CORP.
1 Main St., Brooklyn 1, N. Y.

ELBE FILE & BINDER CO., INC.
EZYINDEX PRODUCTS CORP.
Filing Equipment Bureau, Inc.
General Loose Leaf Bindery Co., Inc.
Gits Molding Corp.
GRAFF, GEORGE B., CO.
Heinn Co.
Index Sales Corp.
Keystone Index Card Co.
Le Febure Corp.
Royal Index Tab Co.
Sheppard, C. E., Co.
Smith, Charles C., Inc.
SPEED PRODUCTS CO., INC.
Universal Index Tab Co.
Universal Paper Goods Co.
Wabash Metal Products Co.

Index Tabs (Strip Type)

AIGNER, G. J., CO.
CEL-U-DEX CORP.
CROWNOLA LOOSE LEAF PRODUCTS, INC.
DENNISON MFG. CO.
ELBE FILE & BINDER CO., INC.
EZYINDEX PRODUCTS CORP.
Eureka Specialty Printing Co.
Filing Equipment Bureau, Inc.
General Loose Leaf Bindery Co., Inc.
Globe-Wernicke Co.
Grand Rapids Loose Leaf Binder Co.
IDL MFG. & SALES CORP.
Le Febure Corp.
Melind, Louis, Co.
Prudon Specialty Mfg. Co.
REYBURN MFG. CO., INC.
Royal Index Tab Co.
Sheppard, C. E., Co.
Smith, Charles C., Inc.
SPEED PRODUCTS CO., INC.
Universal Index Tab Co.
VICTOR SAFE & EQUIPMENT
Warshaw Mfg. Co., Inc.
Weis Mfg. Co.

Indexes (Loose Leaf Binder)

(See Index Systems)

Ink Eradicators

(See Eradicators, Ink)

4 selling favorites

FAST DRYING

FOR OPEN OR CLOSED CYLINDERS

SAFE FOR STENCILS

WON'T CLOG CYLINDERS OR PADS

IDEAL IN ALL CLIMATES

HALF-POUND AND POUND CANS

NEW DRI-RITE 100

● NO offset, smudge, slip-sheeting. Dries as it stacks on mimeo (and some rag stocks.) NEW formula and processing give sharp BLACKER work. Positively will not harden on pad in any climate.

PREMIUM BLACK

● Maximum sharpness with minimum penetration and offset. Premium workability without price premium.

332 BLACK

● Very black, all-purpose ink. Your economy leader for office bulletins, forms, memos, mimeo and sulphite stocks.

TUBE PAKT for GESTETNER MACHINES

● Gives 15 to 20% more copies than any previous inks. Tube makes perfect connection with ink pump. No drip from silk screen. Washes off hands with soap and water. 14 oz. tubes. BLACK AND 8 COLORS.

FAST DEALER TURNOVER

WRITE TODAY FOR DETAILS ON
packaging with your own trade name and label for prestige!

INK SPECIALTIES CO., INC.

Dept. O 519 N. HALSTED STREET • CHICAGO 22, ILLINOIS

Inks (Addressing Machine)

Addressing Machine & Equipment Co.
Address-O-Rite Stencil & Machine Co., Inc.
American Writing Ink Co., Inc.
Elliott Addressing Machine Co.
Mittag & Volger, Inc.

Inks (Check Signer)

American Perforator Co.
Check Writer Co., Inc.
Cummins-Chicago Corp.
Hedman Co.
Mittag & Volger, Inc.
Phillips Process Co., Inc.
Safeguard Corp.
SPECIALTY INK CO., INC.
Speedry Products, Inc.

Inks (Checkwriter)

Bates Mfg. Co.
Hedman Co.
Jet Mfg. Co., Inc.
Key Ribbon & Carbon Co.
Mittag & Volger, Inc.
Safeguard Corp.
Sanford Ink Co.
SPECIALTY INK CO., INC.

Inks (Drawing)

American Crayon Co.
American Writing Ink Co., Inc.
Art Crayon Co., Inc.
Bridgeport Pen Co.
Carter's Ink Co.
Compass Instrument & Optical Co., Inc.
Craftint Mfg. Co.
Crescent Products Co.
Diamond Ink & Adhesive Co.
Elliott, B. K., Co.
Favor, Ruhl & Co.
Grumbacher, M., Co.
Higgins Ink Co., Inc.
HUNT, C. HOWARD, PEN CO.
Melind, Louis, Co.
Mongol Chemical Co.
Morilla Co., Inc.
Nobema Products Corp.
Post, Frederick, Co.
Sanford Ink Co.
Scriptex Products Co., Inc.
Speedry Products, Inc.
Stafford, S. S., Inc.
Weber, F., Co., Inc.
Well, J. H., & Co.

Inks (Duplicator, Stencil)

Ace Duplicating Supply Co., Inc.
Acme Stencil Co.
Addo Machine Co., Inc.
Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Mfg. Co.
American Stencil Mfg. Co.
American Writing Ink Co., Inc.
Ames Supply Co.
Autocopy, Inc.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Beck Duplicator Co.
Bohn Duplicator Corp.
Buckeye Ribbon & Carbon Co.
Carter's Ink Co.
Colonial Carbon Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
CONSOLIDATED RIBBON & CARBON CO.
Continental Ink Co.
Copy Papers Sales & Service Agency, Inc.
Davids, W. L., & Co.
Dick, A. B., Co.
Du Prints, Inc.
Dunham-Watson Co.
Duplicating Papers, Inc.
Duplicator Paper Co.
Duplicopy Co.
Fawn Brands, Ltd.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co., Inc.
Frye Mfg. Co.
Gestetner Duplicator Corp.
Graphic Duplicator Co.
Harding, Milo, Co.
Hart Mfg. Co.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
INK SPECIALTIES CO., INC.
Key Ribbon & Carbon Co.
Kores Carbon Paper & Ribbons Mfg. Corp.
Marr Duplicator Co., Inc.
Mimeo Mfg. Co.
Mittag & Volger, Inc.
Multistamp Co., Inc.
Neidich Process Div.
Niagara Duplicator Co.
Old Dutch Line
Peerless Ink Corp.
Pekas Duplicator Co.
Pengad Mfg. Co.
Polychrome Corp.
Post-O-Graf Mfg. Co.
Potomac Products Corp.
Print-O-Matic Co., Inc.
Queen Ribbon & Carbon Co., Inc.
Quest Mfg. Co.
Redigraph, Inc.
Remington Rand Inc.
REPEAT-O-TYPE STENCIL MFG. CO.
Rex-Rotary Distributing Corp.
Ronnie Products, Inc.
Roosen, H. D., Co.
SHALLCROSS CO.
Sinclair & Valentine Co.
Smith, H. E., Co.
Smith-Corona Inc.
SPECIALTY INK CO., INC.
Speed-O-Print Corp.
Speedry Products, Inc.
Spiritform Co.
Stafford, S. S., Inc.
Stationers Guild of America
STEWART, R. A., & CO., INC.
Technygraph Co.
Union Ribbon & Carbon Co.
Vari-Color Duplicator Co.
WEBSTER, F. S., CO.

Inks (Fingerprint)

American Writing Ink Co., Inc.
BANKERS & MERCHANTS, INC.
Faurot, Inc.
Melind, Louis, Co.
Mittag & Volger, Inc.
Phillips Process Co., Inc.
Sinclair & Valentine Co.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Volger Mfg. Co.

Inks (Fountain Pen)

(See Inks, Writing)

INKS that solve marking problems

Marking and stamping on metal, cellophane, plastics, cartons, cloth and food presents a variety of problems.

In the following list of Aero Brand Inks there are many to suit your specific needs.

STAMPING INKS

Opaque	Hosiery
Indelible	Sign Marker
A. X. (Plastic)	Cellophane
A. B. (All Purpose)	No. 141 (Non-Acid)
Rubber Stamp (Q. D.)	Meat Branding
Litho-Stamping	Cheese Marking

MACHINE INKS

Numbering Machine	Duplicator
Check Machine	Postage Meter
Endorsing Machine	Cash Register

MARKING AND STENCILING INKS

Metal Marking & Stenciling	Metal Marker
Marking & Stenciling (O. B.)	Mar-Kit

WRITING INKS

Glass Writing	Celluloid Writing
Shoe Marking	Recording Instrument

For prices on "Aero" brand inks, contact your marking device jobber.

SPECIALTY INK CO., Inc. 1011 East 46 Street Brooklyn 3, N. Y.

Inks (Gold and Silver)

Carter's Ink Co.
CUSHMAN & DENISON MFG. CO.
Davids, Thaddeus, Ink Co., Inc. (Gold)
Dri-Flo Mfg. Co.
Floquil Products, Inc.
FULTON MARKING EQUIPMENT CO.
Irwin-Hodson Co.
Morilla Co., Inc.
Rivet-O Mfg. Co.
Sanford Ink Co.
Sinclair & Valentine Co.
SPECIALTY INK CO., INC.
STEWART, R. A., & CO., INC.

Inks (Hectograph)

AMERICAN SEAL & STAMP CO.
American Stencil Mfg. Co.
American Writing Ink Co., Inc.
Autocopy, Inc.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Beck Duplicator Co.
Carter's Ink Co.
Colonial Carbon Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Davids, Thaddeus, Ink Co., Inc.
Davids, W. I., & Co.
Ditto, Inc.
Duplicopy Co.
Graphic Duplicator Co.
Hectographia Corp.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
INK SPECIALTIES CO., INC.
Key Ribbon & Carbon Co.
Levison & Blythe Mfg. Co.
Mimeo Mfg. Co.
Mittag & Volger, Inc.
Old Dutch Line
Old Town Corporation
Phillips Process Co., Inc.
Pomeroy I., Co.
Redigraph, Inc.
Sinclair & Valentine Co.
Spiritform Co.
Superior Marking Equipment Co.
CUSHMAN & DENISON MFG. CO.
Davids, Thaddeus, Ink Co., Inc.

Inks (Indelible)

AMERICAN SEAL & STAMP CO.
American Writing Ink Co., Inc.
Applegate Chemical Co.
BANKERS & MERCHANTS, INC.
Botts Mfg. Co.
Carter's Ink Co.
Consolidated Stamp Mfg. Co., Inc.
Crescent Products Co.
Davids, Thaddeus, Ink Co.
Davids, W. I., & Co.
Diamond Ink & Adhesives Co.
Dri-Flo Mfg. Co.
Duke, Ronald K., Co.
Floquil Products, Inc.
Force Western, Inc.
FULTON MARKING EQUIPMENT CO.
Garvey Fountain Brush & Ink Co.
Irwin-Hodson Co.
Jet Mfg. Co., Inc.
Krengel Mfg. Co., Inc.
Levison & Blythe Mfg. Co.
Matthews, James H., & Co.
Melind, Louis, Co.
Meyer & Wenthe, Inc.
Missouri Brush & Crayon Co.
Mittag & Volger, Inc.
Mongol Chemical Co.
Olsen Mark Corp.
Phillips Process Co., Inc.
Rivet-O Mfg. Co.
Sanford Ink Co.
Scriptex Products Co., Inc.
Sinclair & Valentine Co.
SPECIALTY INK CO., INC.
Speedry Products, Inc.
Stafford, S. S., Inc.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Volger Mfg. Co.

Inks (Marking)

Acromark Co.
AMERICAN SEAL & STAMP CO.
American Writing Ink Co., Inc.
Applegate Chemical Co.
BANKERS & MERCHANTS, INC.
Botts Mfg. Co.
Bridgeport Pen Co.
Carter's Ink Co.
Consolidated Stamp Mfg. Co., Inc.
Davids, W. I., & Co.
Diagraph-Bradley Industries, Inc.
Dri-Flo Mfg. Co.
Duke, Ronald K., Co.
Floquil Products, Inc.
Force Western, Inc.
Force, Wm. A., & Co.
FULTON MARKING EQUIPMENT CO.
Garvey Fountain Brush & Ink Co.
Ideal Stencil Machine Co.
INK SPECIALTIES CO., INC.
Irwin-Hodson Co.
Jet Mfg. Co., Inc.
Krengel Mfg. Co., Inc.
Lux Pen Co.
Mark King Corp.
MARKWELL MFG. CO., INC.
MARSH STENCIL MACHINE CO.
Matthews, James H., & Co.
Melind, Louis, Co.
Missouri Brush & Crayon Co.
Mittag & Volger, Inc.
Mongol Chemical Co.
No-Mek Pen Products
Olsen Mark Corp.
Phillips Process Co., Inc.
Rivet-O Mfg. Co.
Sanford Ink Co.
Scriptex Products Co., Inc.
Sinclair & Valentine Co.
SPECIALTY INK CO., INC.
Speedry Products, Inc.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Time Saving Specialties
Volger Mfg. Co.

Inks (Numbering Machine)

Acromark Co.
American Numbering Machine Co.
AMERICAN SEAL & STAMP CO.
American Writing Ink Co., Inc.
Autocopy, Inc.
BANKERS & MERCHANTS, INC.
Bates Mfg. Co.
Botts Mfg. Co.
Carter's Ink Co.
Consolidated Stamp Mfg. Co., Inc.
Davids, W. I., & Co.
Diamond Ink & Adhesive Co.
Dri-Flo Mfg. Co.
Force Western, Inc.
Force, Wm. A., & Co.
FULTON MARKING EQUIPMENT CO.
Gibson, A. C., Co., Inc.
Jet Mfg. Co., Inc.
Krengel Mfg. Co., Inc.
Matthews, James H., & Co.
Melind, Louis, Co.
Mittag & Volger, Inc.
Roberts Numbering Machine Co.
Sanford Ink Co.
Scriptex Products Co., Inc.
Sinclair & Valentine Co.
SPECIALTY INK CO., INC.
Speedry Products, Inc.
Stafford Mfg. Co., Inc.
Stafford, S. S., Inc.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Underwood, John, & Co.
Volger Mfg. Co.

Inks (Powdered and Tablet)

American Crayon Co.
American Writing Ink Co., Inc.
BRADLEY, MILTON, CO.
Crescent Products Co.
Davids, Thaddeus, Ink Co., Inc. (Powdered)
Davids, W. I., & Co.
Levison & Blythe Mfg. Co.
Underwood, John, & Co.

Inks (Show Card)

(See Show Card Colors)

Inks (Stamp Pad)

AMERICAN SEAL & STAMP CO.
American Writing Ink Co., Inc.
BANKERS & MERCHANTS, INC.
Bates Mfg. Co.
Botts Mfg. Co.
Cardinell Corp.
Carter's Ink Co.
Consolidated Stamp Mfg. Co., Inc.
Crescent Products Co.
Davids, Thaddeus, Ink Co., Inc.
Davids, W. I., & Co.
Diagraph-Bradley Industries, Inc.
Dri-Flo Mfg. Co.
Duke, Ronald K., Co.
Franklin Ribbon & Carbon Co., Inc.
FULTON MARKING EQUIPMENT CO.
Gibson, A. C., Co., Inc.
Gregory Fount-O-Ink Co.

Irwin-Hodson Co.
Jet Mfg. Co., Inc.
Kodye, Inc.
Krengel Mfg. Co., Inc.
Levison & Blythe Mfg. Co.
Matthews, James H., & Co.
Melind, Louis, Co.
Meyer & Wenthe, Inc.
Miller, C. H., Co.
Missouri Brush & Crayon Co.
Mittag & Volger, Inc.
No-Mek Pen Products
Peerless Office Products Corp.
Phillips Process Co., Inc.
Pomeroy, I., Co.
Ranger Products Co.
Rivet-O Mfg. Co.
Sanford Ink Co.
Scriptex Products Co., Inc.
Sinclair & Valentine Co.
SPECIALTY INK CO., INC.
Speedry Products, Inc.
Stafford Mfg. Co., Inc.
Stationers Guild of America
Stenhouse, A., & Co.
STEWART, H. A., & CO., INC.
Superior Marking Equipment Co.
Thomas Mfg. Co.
Time Saving Specialties
Underwood, John, & Co
Volger Mfg. Co.

Inks (White)

American Writing Ink Co., Inc.
Carter's Ink Co.
Consolidated Stamp Mfg. Co., Inc.
Crescent Products Co.
CUSHMAN & DENISON MFG. CO.
Davids, Thaddeus, Ink Co., Inc.
Davids, W. I., & Co.
Dri-Flo Mfg. Co.
Floquil Products, Inc.
FULTON MARKING EQUIPMENT CO.
Grumbacher, M., Inc.
Higgins Ink Co., Inc.
Jet Mfg. Co., Inc.
Johnston's "Snow White" Products
Levison & Blythe Mfg. Co.
Melind, Louis, Co.
Mongol Chemical Co.
No-Mek Pen Products
Olsen Mark Corp.
Phillips Process Co., Inc.
Rivet-O Mfg. Co.
Sanford Ink Co.
Scriptex Products Co., Inc.
Sinclair & Valentine Co.
SPECIALTY INK CO., INC.
Speedry Products, Inc.
Superior Marking Equipment Co.
Time Saving Specialties
Weber, F., Co.

Inks (Writing)

American Crayon Co.
American Writing Ink Co., Inc.
Carter's Ink Co.
Crescent Products Co.
Davids, Thaddeus, Ink Co., Inc.
Davids, W. I., & Co.
Diamond Ink & Adhesive Co.
Gregory Fount-O-Ink Co.
Higgins Ink Co., Inc.
Kodye, Inc.
Levison & Blythe Mfg. Co.
Morris, Bert M., Co.
Parker Pen Co.
Pomeroy, I., Co.
Sanford Ink Co.
Scriptex Products Co., Inc.
Sheaffer, W. A., Pen Co.
Stafford, S. S., Inc.
Stationers Guild of America
SURPRISE SPECIALTIES (PERFUMED)
Underwood, John, & Co.
Waterman Pen Co., Inc.

Inkstands and Inkwells

BAINBRIDGE, KIMPTON & HAUPT, INC.
Beaumont Co.
Carter's Ink Co.
DEFIANCE CALENDAR CO.
Gregory Fount-O-Ink Co.
Hamilton Industries, Inc.
Hammett, J. L., Co.
IDL MFG. & SALES CORP.
Morris, Bert M., Co.
Preferred Products Co.
SAINBERG & CO., INC.
Sanford Ink Co.
SENGBUSCH SELF-CLOSING INKSTAND CO.
Sheaffer, W. A., Pen Co.
Sneath Glass Co.
Squires Inkwell Co.
Sterling Plastics Co.
Weeks, Frank A., Mfg. Co.

Inserting Machines (Mail)

Galloway, James H., and Associates
Inserting & Mailing Machine Co.
Pitney-Bowes, Inc.
Printing Devices, Inc.

Inserts (File Guide, Folder)

AMBERG FILE & INDEX CO.
BARKLEY, C. L., & CO.
CROWNOLA LOOSE LEAF PRODUCTS, INC.
Ennis Tag & Salesbook Co.
Globe-Wernicke Co.
GUIDE SYSTEM & SUPPLY CO.
OXFORD FILING SUPPLY CO.
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
Southern Folder & Index Co., Inc.
Universal Paper Goods Co.
VICTOR SAFE & EQUIPMENT
Weis Mfg. Co.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Insurance Cases

(See Cases, Insurance)

Insurance Records

(See Forms, Insurance Record)

Intercommunication Systems

Bell Sound Systems, Inc.
Bogen, David, Co., Inc.
Connecticut Telephone & Electric Corp.
Couch, S. H., Co., Inc.
Dictograph Products, Inc.
Dukane Corp.
Executone, Inc.
Inter-Communication System of America
International Business Machines Corp.
Kellogg Switchboard & Supply Co.
National Inter-Communicating Systems
Radio Corporation of America
Rauland-Borg Corp.
Simpson, Mark, Mfg. Co., Inc.
Smith, Wm. M., Co.
Talk-A-Phone Co.
TelAutograph Corp.
Vocaline Co. of America, Inc.
Webster Electric Co.

Interest Tables

(See Calculating Charts and Tables, Interest)

Inventory Sheets

(See Forms, Inventory Sheets)

Janitors' Supplies

American Standard Mfg. Co.
BARCO CHEMICAL PRODUCTS CO.
Crescent Products Co.
FRANKLIN METAL PRODUCTS CO.
Hertzberg, H., & Son, Inc.
Hild Floor Machine Co.
Holcomb, J. I., Mfg. Co.
Howard Dustless Duster Co.
Huntington Laboratories, Inc.
Lewyt Corp.
Mackwin Co.
Milwaukee Dustless Brush Co.
Packwood, G. H., Mfg. Co.
Patent Novelty Co.
Pioneer Mfg. Co.
Scott Paper Co.

Job Ticket Holders

(See Holders, Job Ticket)

Joggers

(See Paper Joggers)

Jury Wheels

Douglas Mfg. Corp.

Justifiers (Margin)

(See Typewriter Margin Justifiers)

Key Cabinets

(See Cabinets, Key)

Key Cases and Rings

Ameron Wallet & Leather Novelty Co.
Amity Leather Products Co.
Artmor Plastics Corp.
Autopoint Co.
Benner Leather Goods Co.
Buxton, Inc.
Charm Products Mfg. Corp.
Columbia Walescraft, Ltd.
CUSHMAN & DENISON MFG. CO.
DOPPELT, CHARLES, & CO., INC.
Doppelt, M. A.
Enger-Kress Co.
GIFT CRAFT LEATHER CO.
Gits Molding Corp.
IDL MFG. & SALES CORP.
Ketcham & McDougall, Inc.
Landa Leather Products Co.
MAY, J. L., CO., INC.
Reif, A., & Co.
Robinson Reminders
Shank Leather Goods Co.
Springfield Leather Products Co.
Standard Leather Products, Inc.
Stationers Specialty Corp.
STEIN BROS. MFG. CO., INC.
Winfield Mfg. Co.

Key Control Systems

(See also Cabinets, Key)

CUSHMAN & DENISON MFG. CO.
Moore, P. O., Inc.

Key Punch Desks

(See Desks, Key Punch)

Key Punch Machines

International Business Machines Corp.
Remington Rand Inc.
Samas Punched Card Div.

Key Tags

(See Tags, Key)

Knives (Office)

Case, W. R., & Son
Craftint Mfg. Co.
FLASH BOX OPENER CO., INC.
Gits Molding Corp.
Griffin Mfg. Co.
Metropolitan Cutlery Co.
SMITH METAL ARTS CO., INC.
Thompson Tool & Mfg. Co.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
X-acto, Inc.

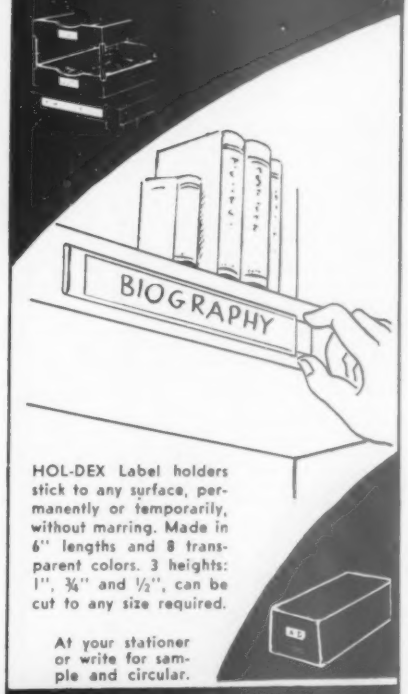
Knives (Pocket)

Autopoint Co.
BAUMGARTEN, FRED
Christy Co.
Compass Instrument & Optical Co., Inc.
Gits Molding Corp.
Lipic, Joseph, Pen Co.
Metropolitan Cutlery Co.
Originals Co.
Sanders Mfg. Co.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
X-acto, Inc.

Knives (Razor)

Gits Molding Corp.
Griffin Mfg. Co.
Kenworth Mfg. Co.
Thompson Tool & Mfg. Co.
UNITED CUTLERY & HARDWARE PRODUCTS CO.

YOU CAN LABEL ANYTHING
WITH HOL-DEX



HOL-DEX Label holders stick to any surface, permanently or temporarily, without marring. Made in 6" lengths and 8 transparent colors. 3 heights: 1", ¾" and ½", can be cut to any size required.

At your stationer or write for sample and circular.

CEL-U-DEX CORP.
1 Main St., Brooklyn 1, N. Y.

Label Holders (Binder)

(See Markers, Binder)

Label Holders (Shelf, Drawer, Metal)

Adams, S. G., Co.
BERGER MFG. DIVISION
Bernard Franklin Co., Inc.
CHICAGO CARD HOLDER CO.
Equipto Div., Aurora Equipment Co.
File-Aid Sales
Grammes, L. F., & Sons, Inc.
Hampden Mfg. Co., Inc.
Liebman, A. L., & Son, Inc.
National Brass Co.
NATIONAL LOCK CO.
Orthwine, Rudolf, Corp.
Regina Metal Products Corp.
Richmond Pressed Metal Works, Inc.
Stafford Mfg. Co., Inc.
STAR STEEL EQUIPMENT CO., INC.
Yawman and Erbe Mfg. Co.

Label Holders (Shelf, Drawer, Plastic)

AIGNER INDEX CO.
CEL-U-DEX CORP.
CHICAGO CARD HOLDER CO.
Kirk Plastic Co.
Liebman, A. L., & Son, Inc.
NATIONAL LOCK CO.
OFFICE PRODUCTS, INC.
Orthwine, Rudolf, Corp.
Stafford Mfg. Co., Inc.

Label Holders (Typewriter)

Ames Supply Co.
Roll-A-Matic Label Co., Inc.
Shipman-Ward Mfg. Co.
UNDERWOOD CORP.

Label Pasting Machines

Derby Sealers, Inc.
Diagraph-Bradley Industries, Inc.
Gane Bros. & Lane, Inc.
GLUE-FAST EQUIPMENT CO., INC.
King Sales & Engineering Co.
Potdevin Machine Co.
Wing's, Chauncey, Sons

Labels (Addressing)

Archer Label Co.
Atlas Tag Co.
Bartlett Label Co.
Bison Research Service
DENNISON MFG. CO.
Eureka Specialty Printing Co.
Ever Ready Label Corp.
Fenton Label Co.
Grand Rapids Label Co.
Hall, J. C., Co.
Labelon Tape Co.
Lambooy Label & Wrapper Co.
MAY, J. L., CO., INC.
Milwaukee Label & Seal Co.
Nashua Package Sealing Div.
National Tag & Label Corp.
Pagell, Alfred H.
REYBURN MFG. CO., INC.
St. Louis Sticker Co.
Shuman, Frank G., Co.
Unique Printed Products Co.
Wheeler-Van Label Co.

Labels (Air Mail)

Archer Label Co.
Art-Emboss-Print Co.
Atlas Tag Co.
Avery Adhesive Label Corp.
DENNISON MFG. CO.
Eureka Specialty Printing Co.
Ever Ready Label Corp.
Fenton Label Co., Inc.
Labelon Tape Co.
Lambooy Label & Wrapper Co.
Lowell Specialties Co.
MAY, J. L., CO., INC.
Milwaukee Label & Seal Co.
Nashua Package Sealing Div.
National Tag & Label Corp.
REYBURN MFG. CO., INC.

AICO PLASTIC
LABEL HOLDERS

Easy to sell because they're easy to attach.

For labels on bins, shelves, cabinets, counters, showcases, etc. Attach with cement, tacks, staples, screws. 10 fireproof plastic holders to a package complete with perforated paper inserts and cellulose acetate faces ready to slide into place. Standard widths: ½", ¾", 1" & 1½" by 2", 3", 4" & 5" lengths; specials to order.

IMMEDIATE DELIVERY
Write For Details and Samples

AIGNER
INDEX COMPANY
99 Reade St., New York 13, N.Y.
WOrth 4-1762

Plastic and Metal
PRICE TAGS, LABEL & CARD HOLDERS
For shelf, bin, box, bench, drawer, locker and file identification.

Extra-long Moulding with Interchangeable Plastic Letters

EASY PROFITABLE SALES

COMPLETE RANGE OF STANDARD & SPECIAL SIZES & SHAPES

IMMEDIATE DELIVERY

Write today for FREE Samples and Prices
All sorts of SPECIAL ORDER WORK promptly attended to.

CHICAGO CARD HOLDER CO.
Manufacturers
Mailing Address
844 Ridge Road • Highland Park, Ill.

St. Louis Sticker Co.
Salisbury Mfg. Co.
Salsbury Corp.
Tape Mark Co.
Topflight Tape Co.
Unique Printed Products Co.
Wheeler-Van Label Co.

Labels (Collection)

Bartlett Label Co.
Ever Ready Label Corp.
Fenton Label Co.
Grayarc Co.
Kalamazoo Label Co.
Lambooy Label & Wrapper Co.
Merchants Industries, Inc.
Nashua Package Sealing Div.
St. Louis Sticker Co.
Strickler, Carl E., & Co.
Unique Printed Products Co.
Wheeler-Van Label Co.

Labels (Decalcomania)

Atlas Tag Co.
Continental Decalcomania Co.
Duro Decal Co., Inc.
Ever Ready Label Corp.
International Ticket Co.
Meyercord Co.
National Decalcomania Corp.
Palm Bros. Decalcomania Co.
St. Louis Sticker Co.

Labels (Embossed)

Archer Label Co.
Atlas Tag Co.
Bartlett Label Co.
Etchcraft Co.
Ever Ready Label Corp.
Grand Rapids Label Co.
International Ticket Co.
Lambooy Label & Wrapper Co.
MAY, J. L., CO., INC.
Milprint, Inc.
Milwaukee Label & Seal Co.
St. Louis Sticker Co.
Tablet & Ticket Co.
Unique Printed Products Co.

Labels (File Folder)

AMBERG FILE & INDEX CO.
BARKLEY, C. L., & CO.
Bison Research Service
Daco Card & Index Co.
DENNISON MFG. CO.
Dunleavy Co.
Ennis Tag & Salesbook Co.
Eureka Specialty Printing Co.
Ever Ready Label Corp.
Globe-Wernicke Co.
GUIDE SYSTEM & SUPPLY CO.
Imperial Methods Co.
King Filing Supply Co.
MAY, J. L., CO., INC.
National Fiberstok Envelope Co.
OXFORD FILING SUPPLY CO.
Pagell, Alfred H.
REYBURN MFG. CO., INC.
St. Louis Sticker Co.
Salisbury Mfg. Co.
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
Southern Folder & Index Co., Inc.
Stationers Guild of America
Unique Printed Products Co.
VICTOR SAFE & EQUIPMENT
Wabash Filing Supplies, Inc.
Warshaw Mfg. Co., Inc.
Weis Mfg. Co.
Yawman and Erbe Mfg. Co.

Labels (Gummed, Roll)

Atlas Tag Co.
Bartlett Label Co.
Calvert Lithographing Co.
Dancyger Mfg. Co.
DENNISON MFG. CO.
Eureka Specialty Printing Co.
Ever Ready Label Corp.
Fenton Label Co.
Gaylord Bros.
Grand Rapids Label Co.
Grayarc Co.
Gum Products Press, Inc.
International Ticket Co.
Kalamazoo Label Co.
Kirby-Cogeshall-Steinau Co.
Lambooy Label & Wrapper Co.
Lowell Specialties Co.
MAY, J. L., CO., INC.
Milprint, Inc.
Nashua Package Sealing Div.
National Fiberstok Envelope Co.
National Tag & Label Corp.
Pagell, Alfred H.
REYBURN MFG. CO., INC.
St. Louis Sticker Co.
Salisbury Mfg. Co.
Salsbury Corp.
Shuman, Frank G., Co.
Tablet & Ticket Co.
Topflight Tape Co.
Unique Printed Products Co.

COTTERMAN
ROLLING STORE LADDERS

Made from hardwood—Oak or Birch.
Side Type — With steel track to mount on your shelving or filing cabinets.
Ceiling Type — With steel track for mounting on ceiling.
"A" and Library Types—Require no track and are mounted on wheels with Automatic Safety Brakes.

Send for Circular No. 42 BX and dealer discount.

COTTERMAN
WELDED STEEL SAFETY LADDERS
FOR FILING ROOMS, STOCK ROOMS, VAULTS

Strong—Light—Easy to move — Easy to climb.
Made from 1" diameter round furniture tubing with expanded metal steps and all joints welded. Mounted on swivel brake casters which allow the ladder to be rolled freely when no one is on it. When you step on the ladder the rubber cushioned legs rest on the floor and prevent rolling.
Made regularly in 7 heights:—
18" 2 Step 45" 5 Step
27" 3 Step 54" 6 Step
36" 4 Step 63" 7 Step
72" 8 Step
Higher ladders on special order.
Made in 3 widths—18", 30" and 26".

Ask for Circular No. 55 BX and Dealer Discount
Manufactured by
I. D. COTTERMAN
4535 N. Ravenswood Ave., Chicago 40, Ill.

Labels (Identification, Metal)

(See Name Plates, Product Identification)

Labels (Metallic Foil)

Archer Label Co.
Avery Adhesive Label Corp.
Bartlett Label Co.
DENNISON MFG. CO.
Ever Ready Label Corp.
Grammes, L. F., & Sons, Inc.
Grand Rapids Label Co.
International Ticket Co.
Lambooy Label & Wrapper Co.
MAY, J. L., CO., INC.
Milprint, Inc.
Milwaukee Label & Seal Co.
REYBURN MFG. CO., INC.
St. Louis Sticker Co.
Tablet & Ticket Co.
Tape Mark Co.
Unique Printed Products Co.
Wheeler-Van Label Co.

Labels (Personal Address)

Loomis & Co.
Midget Card Co.
St. Louis Sticker Co.

Labels (Pressure-Sensitive)

Abco Plastic & Supply Co.
Archer Label Co.
Atlas Tag Co.
Avery Adhesive Label Corp.
CEL-U-DEX CORP.
DENNISON MFG. CO.
Eureka Specialty Printing Co.
Ever Ready Label Corp.
Grand Rapids Label Co.
International Ticket Co.
Kimball, A., Co.
Kittredge, R. J., & Co.
Labelon Tape Co.
MAY, J. L., CO., INC.
Milprint, Inc.
Milwaukee Label & Seal Co.
National Tag & Label Corp.
Pagell, Alfred H.
REYBURN MFG. CO., INC.
St. Louis Sticker Co.
Tablet & Ticket Co.
Tape Mark Co.
Topflight Tape Co.
Unique Printed Products Co.
Wendell-Northwestern, Inc.
Wheeler-Van Label Co.

Ladders (Library, Store and Vault)

Aluminum Ladder Co.
Angle Steel, Inc.
Ballymore Co.
Card, D. R., Co.
COTTERMAN, I. D.
Cramer Posture Chair Co., Inc.
Heller, W. C., & Co.
HERRING-HALL-MARVIN SAFE CO.
Milbradt Mfg. Co.
NARVA PRODUCTS, INC. (SHELVING)

Lamps (Adjustable Arm, Clamp-On Type)

Acme Lite Products Co.
Art Specialty Co.
Artistic Lamp Mfg. Co., Inc.
Dazor Manufacturing Corp.
Eagle Electric Mfg. Co., Inc.
Emeralite Co., Inc.
Faries Div., General Lamps Mfg. Corp.
Flexo International Corp.
Fostoria Pressed Steel Corp.
Herco Art. Mfg. Co.
Lightoller, Inc.
Luxo Lamp Corp.
Midwest Naturlite Co.

trade names got you ? ? confused?

Many trade names and trade marks seem to have no connection with the manufacturer. If this is your problem the Index of Trade Names & Trade Marks on page 247 should be the first place you turn to.

Swivelier Co., Inc.
Van Dyke Div., General Lamps Mfg. Corp.
White, O. C., Co.

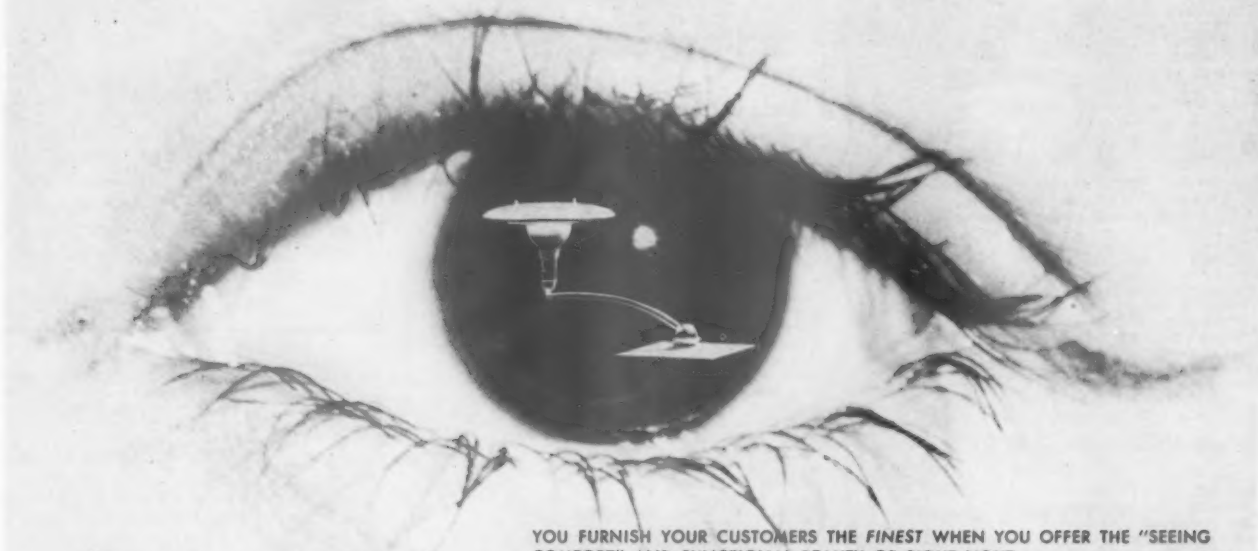
Lamps (Adjustable Arm, Floor Type)

Arrow Lamp Mfg. Co., Inc.
Art Specialty Co.
Artistic Lamp Mfg. Co., Inc.
Colonial-Premier Co.
Dazor Manufacturing Corp.
Doehler Metal Furniture Co., Inc.
Eagle Electric Mfg. Co., Inc.
Emeralite Co., Inc.
Faries Div., General Lamps Mfg. Corp.
Flexo International Corp.
GENERAL LAMPS MFG. CORP.
Gibraltar Mfg. Co., Inc.
Herco Art Mfg. Co.
Lightoller, Inc.
Midwest Naturlite Co.
Versen, Kurt, Lamps, Inc.
White, O. C., Co.

Reach top-shelf items quickly, easily, SAFELY!
Speed and ease in reaching high spots in STOCK BIN, TOOL CRIB, FILE ROOM or other storage space is important.

NARVA PRODUCTS, INC.
70 East 45th Street, New York 17, N. Y.

The Finest Light in Sight!



Sight Light ®

YOU FURNISH YOUR CUSTOMERS THE *FINEST* WHEN YOU OFFER THE "SEEING COMFORT" AND FUNCTIONAL BEAUTY OF SIGHT LIGHT.

Eyes work best with SIGHT LIGHT — because it furnishes an abundance of light over the entire work area — because this light is diffused not harsh; and is completely glareless.

Illustrated is "Swivel Arm", its graceful arm extending 15 inches from the swivel ball, turns 360 degrees. Wafer-thin base is never in the way. Decorator colors for all interiors.

Selectively distributed — Underwriters' Laboratory Approved

M. G. WHEELER COMPANY, Inc., 22 W. Putnam Avenue, Greenwich, Connecticut

Lamps (Desk, Fluorescent)

Acme Lite Products Co.
Art Specialty Co.
Artistic Lamp Mfg. Co., Inc.
Associate Products Co.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Colonial-Premier Co.
Dazor Manufacturing Corp.
Eagle Electric Mfg. Co., Inc.
Emeralite Co., Inc.
Faries Div., General Lamps Mfg. Corp.
Flexo International Corp.
Fluorescent Lighting Laboratories, Inc.
Fostoria Pressed Steel Corp.
GENERAL LAMPS MFG. CORP.
Globe Lighting Products Co.
Herco Art Mfg. Co.
Industrial Lamp Corp.
Lake Specialty Co.
Lightolier, Inc.
M. & N. Fluorescent Co.
Marks Mfg. Co.
MAYFAIR CO.
Midwest Naturlite Co.
Mitchell Mfg. Co.
Shepard Engineering Co.
SMITH METAL ARTS CO., INC.
Swivelier Co., Inc.
Van Dyke Div., General Lamps Mfg. Corp.
White, O. C., Co.

Lamps (Desk, Incandescent)

Acme Lite Products Co.
ADJUSTABLE FIXTURE CO.
Arrow Lamp Mfg. Co., Inc.
Artistic Lamp Mfg. Co., Inc.
Associate Products Co.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Banov-Bernsley & Co.
Colonial-Premier Co.
Eagle Electric Mfg. Co., Inc.
Emeralite Co., Inc.
Faries Div., General Lamps Mfg. Corp.
Flexo International Corp.
Fluorescent Lighting Laboratories, Inc.
GENERAL LAMPS MFG. CORP.
Gibraltar Mfg. Co., Inc.
GIFT CRAFT LEATHER CO.
Globe Lighting Products, Inc.
Herco Art. Mfg. Co.
Lightolier, Inc.
Lincoln Lighting Products, Inc.
Luxo Lamp Corp.
Mario Mfg. Co., Inc.
Marks Mfg. Co.
MAYFAIR CO.
Miltier Lighting Products, Inc.
Mitchell Mfg. Co.
SAINBERG & CO., INC.
Silvestri Art Mfg. Co.
SMITH METAL ARTS CO., INC.
SMO-KING PRODUCTS, INC.
Swivelier Co., Inc.
Versen, Kurt, Lamps, Inc.
WHEELER, M. G., CO., INC.
White, O. C., Co.

Lamps (Gooseneck)

Acme Lite Products Co.
ADJUSTABLE FIXTURE CO.
Arrow Lamp Mfg. Co., Inc.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Eagle Electric Mfg. Co., Inc.
Emeralite Co., Inc.
Faries Div., General Lamps Mfg. Corp.
Flexo International Corp.
GENERAL LAMPS MFG. CORP.
Lincoln Lighting Products, Inc.
Marks Mfg. Co.
MAYFAIR CO.
Miltier Lighting Products, Inc.
SMO-KING PRODUCTS, INC.
Van Dyke Div., General Lamps Mfg. Corp.
Versen, Kurt, Lamps, Inc.
White, O. C., Co.

Lamps (Office Machine)

Art Specialty Co.
Dazor Manufacturing Corp.
Emeralite Co., Inc.
Flexo International Corp.
Fluorescent Lighting Laboratories, Inc.
GENERAL LAMPS MFG. CORP.
Marks Mfg. Co.
Midwest Naturlite Co.
SMO-KING PRODUCTS, INC.
Swivelier Co., Inc.
Vimco Mfg. Co., Inc.
White, O. C., Co.

Lamps (Telephone)

Arrow Lamp Mfg. Co., Inc.
Emeralite Co., Inc.
Faries Div., General Lamps Mfg. Corp.
Fluorescent Lighting Laboratories, Inc.
GENERAL LAMPS MFG. CORP.
Miltier Lighting Products, Inc.
Versen, Kurt, Lamps, Inc.

Lamps (Torchier)

Arrow Lamp Mfg. Co., Inc.
Artistic Lamp Mfg. Co., Inc.
Associate Products Co.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Colonial-Premier Co.
Doehler Metal Furniture Co., Inc.
Emeralite Co., Inc.
Faries Div., General Lamps Mfg. Corp.
Flexo International Corp.
GENERAL LAMPS MFG. CORP.
Gibraltar Mfg. Co., Inc.
Glaro Machine Products Co.
Herco Art Mfg. Co.
Lightolier, Inc.
Miltier Lighting Products, Inc.
SMO-KING PRODUCTS, INC.
VALCO CO.

Lamps (Typewriter)

(See Lamps, Office Machine)

Lapboards

American Binder Co.
FOX, GEO. E., & CO.
SERVICE PRODUCTS DIVISION
STEMPEL MFG. CO.

Laundry Cases

(See Cases, Laundry)

the 3 GREATEST NAMES IN LAMPS

Van Dyke

Faries

General

ALL DIVISIONS OF:

General LAMPS MFG. CORP., ELWOOD, IND.

OVER 50 YEARS OF LIGHTING SINCE 1896

Distinctive Floor & Desk Lamps

The Famous Nightingale Line

100% Approved by Underwriters Laboratories, Inc.

Gracefully Modern—Functional—Safe

Scientifically engineered details make the difference between the quality construction of AJUSCO LAMPS and others.

Ventilated Reflector accommodates two 75-watt bulbs; rotates full 360 degrees around stationary socket, without twisting wires.

Internal Bulb Shield assures restful, glare-free reflected lighting. Protects against eye strain.

No. 303—Triple solidly-attached standard imparts modern touch. Porcelain twin socket accommodates 2 bulbs. Height: 14" to bottom of ventilated reflector. Triple standards are polished brass. Base and reflector in baked enamel finishes. Choice of five lustrous decorator colors.

No. 404—Modern, versatile, precision built. Withstands roughest treatment. Exceptionally easy to use—from base to swivel to neat matching handles on ventilated reflector and lens shield. Height: 60" overall; 55" to bottom of reflector; 32" to nightlight unit. Base: 12" diameter; 12 lbs.; rubber feet protect floors and eliminate noise. Finish: Baked enamel in any one of 5 decorator colors.

No. 305—Curved arm support reflector with universal joint. Swivels and tilts to desired position for any desk work. Inverts for indirect lighting. Stop prevents twisting of wires. Arm permanently soldered to steel base fitting. Porcelain twin socket accommodates 2 bulbs. Height: 14" to bottom of reflector. A companion matching Floor Model (No. 405) also available.

Write for Illustrated Catalog of Complete Line

Adjustable Fixture Co.

AJUSCO Quality Manufacturers Since 1911

104 EAST MASON STREET, MILWAUKEE 2, WIS.

Laundry Marking Pens

(See Fountain Pens, Laundry Marking)

Lead Holders

(See Holders, Lead)

Leads (Mechanical Pencil)

ALVIN & CO.
American Pencil Co.
Autopoint Co.
Blaisdell Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Eversharp, Inc.
Faber, A. W.—Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Hutcheon Brothers
Kahn, David, Inc.
Koh-I-Noor Pencil Co., Inc.
LISTO PENCIL CORP.
McLENNON PEN CO.
National Pencil Co.
Nichols Products Co.
Norma Pencil Corp.
PANDA PENCIL LEAD, INC.
Pen-N-Pencil Co.
Rite-O Products, Inc.
Scripto, Inc.
Sheaffer, W. A., Pen Co.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
Wallace Pencil Co.
Waterman Pen Co., Inc.

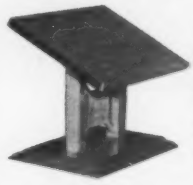
Leather (Upholstery)

(See Upholstery Material)

Leather Goods

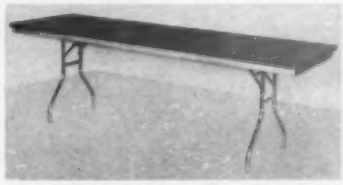
(See Brief Bags, Cases; Portfolios, Leather)

ARD LECTERNS



for
CLUBS
LODGES
SCHOOLS
HOTELS

Selected hardwood base and standards, Formica or wood top, SS mouldings; panel for decal. 16" x 22" top, 15" x 21" base, 19" high in front, 12" at rear.



MINI-SPACE FOLDING TABLES

Formica, Masonite, wood or linoleum tops, self-locking aluminum-like steel legs. Fold to 3" height. Rigid, sturdy. 5 standard sizes.

GET ARD'S LOW PRICES on Tables, Chairs (chrome, wood, wrought iron), Costumers, Lounges, other profit-makers for dealers. Central location, prompt shipment. We sell through dealers only.

ARD MANUFACTURING CO., Inc.
33 Vine St. Evansville, Ind.

Panda PENCIL LEAD AND ERASERS

Latest Way to Quick Lead Sales

A complete self-service Free Cabinet to solve your time lost in handling lead sales . . . less than 1 square foot of counter space . . . complete assortment of 15c lead and 2 for 5c erasers for all mechanical pencils.

Send for Panda Catalog and Profitable Discounts

Dept. BI

PANDA PENCIL LEAD, INC.
760 Waveland Ave. Chicago 13, Ill.

Leather Goods (Personal)

Amity Leather Products Co.
Autopoint Co.
Benner Leather Goods Co.
Bosca, Hugo, Co., Inc.
Boyle Leather Goods Co., Inc.
Buxton, Inc.
Charm Products Mfg. Corp.
Columbia Walescraft, Ltd.
DOPPELT, CHARLES, & CO., INC.
Enger-Kress Co.
Feldco Loose Leaf Corp.
Knickerbocker Leather & Novelty Co.
Landa Leather Products Co.
Meeker Co.
Nascon Products Division
Prince Gardner Co.
REDI-RECORD PRODUCTS CO.
Robinson Reminders
Rumpp, C. F., & Sons
Springfield Leather Products Co.
STANDARD DIARY CO.
Standard Leather Products, Inc.
U. S. Luggage & Leather Products Co.
Warren, Harry, Mfg. Co.
Winfield Mfg. Co.
Winston Mfg. Co.

Lecterns

American Seating Co.
ARD MFG. CO., INC.
DuQuaine, A. J., Lectern Mfg. Co.
Excellent Cabinet Works Co.
IDEAL SCHOOL SUPPLY CO.
International Business Machines Corp.
Kelley-Mennes Mfg. Co.
ROWLES, E. W. A., CO.

Ledger Cards

(See Forms, Machine Bookkeeping)

Ledger Guards

McILRATH, ROY E.

Ledger Trays and Stands

(See Trays, Posting)

Ledgers

(See Binders, Post; Books, Accounting)

Legal Blank Cabinets

(See Files, Legal Blank)

Legal Blanks

(See Forms, Legal)

Legal Pads

(See Pads, Legal Ruled)

Legal Size Files

(See Files, Letter and Legal)

Lenses (Reading and Magnifying)

(See Glasses, Reading and Magnifying)

Letter Openers

(See Openers, Envelope)

Letter Sealers

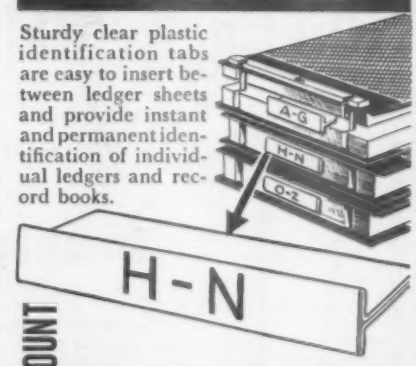
(See Sealers, Envelope)

Letter Size Files

(See Files, Letter and Legal)

McILRATH MARKERS

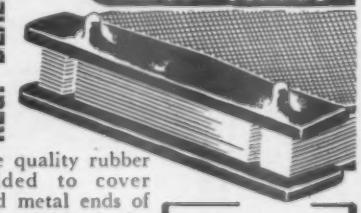
Sturdy clear plastic identification tabs are easy to insert between ledger sheets and provide instant and permanent identification of individual ledgers and record books.



#500—1/2"x3"—1" lip, $3.00 Per Doz.
#513— 1"x3"—1" lip, $4.00 Per Doz.

REG. DEALER DISCOUNT

McILRATH LEDGER GUARDS



Fine quality rubber molded to cover hard metal ends of ledgers with nipples to cover binding posts. Prevents sliding of ledger and scratching and marring expensive office furniture.

Priced from **$3.50** PER PAIR
Write for complete details

ROY E. McILRATH • 8849 S. LAFLIN • CHICAGO

Letter Tray Supports

(See Tray Supports, Letter Tray)

Letter Trays

(See Trays, Letter)

Letterheads

(See Engravers, Cards, Letterheads)

Lettering Guides

American Stencil Mfg. Co.
American Writing Ink Co., Inc.
Bruning, Charles, Co., Inc.
Cardinell Corp.
Charvoz-Roos Corp.
Compass Instrument & Optical Co.
C-Thru Ruler Co.
Dick, A. B., Co.
Du Prints, Inc.
Harding, Milo, Co.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
Mimeo Mfg. Co.
Niagara Duplicator Co.
Polychrome Corp.
Post-O-Graf Mfg. Co.
Rex-Rotary Distributing Corp.
Smith Mfg. Co.
Speed-O-Print Corp.
Technygraph Co.
Varigraph Co., Inc.
Warren-Knight Co.
Weber, F., Co.
Weil, J. H., & Co.
Wood-Regan Instrument Co., Inc.

Lettering Pens

ALVIN & CO.
Bridgeport Pen Co.
Compass Instrument & Optical Co., Inc.
C-Thru Ruler Co.
Elliott, B. K., Co.
Esterbrook Pen Co.
Glaser, Lewis (Quill)
HUNT, C. HOWARD, PEN CO.
Varigraph Co., Inc.
Weber, F., Co.

Library Furniture

(See Furniture, Library)

Library Sets (Scissors and Letter Openers)

Acme Shear Co.
American Binder Co.
Artistic Desk Pad & Novelty Co.
Benner Leather Goods Co.
Charm Products Mfg. Corp.
FOX, GEO. E., & CO.
GIFT CRAFT LEATHER CO.
Metropolitan Cutlery Co.
Nascon Products Division
Office Shears Co.
Piltzer Qualiton Products, Inc.
POLAR MFG. CO.
SAINBERG & CO., INC.
SMITH METAL ARTS CO., INC.
Star Office Accessories Co.
Stationers Specialty Corp.
UNITED CUTLERY & HARDWARE PRODUCTS CO.

Library Supplies

Abco Plastic & Supply Co.
Affleck Stationery Co.
Ames Safety Envelope Co.
Demco Library Supplies
Filing Equipment Bureau, Inc.
Gaylord Bros.
Globe-Wernicke Co.
Higgins Ink Co., Inc.
NORTHERN STATES ENVELOPE CO.
Processed Papers
Remington Rand Inc.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Yawman and Erbe Mfg. Co.

Lighters (Cigar, Cigarette)

Autopoint Co.

LYON LOCKERS

STURDY, LYON-ENGINEERED CONSTRUCTION

•

ECONOMICAL AND SAFE STORAGE

•

Sizes To Meet All Requirements

Write for Catalog or see your Lyon dealer

LYON METAL PRODUCTS, Inc.

General Offices: 23 Madison Ave., Aurora, Ill.
Factories: AURORA, ILL.—YORK, PA.

A PARTIAL LIST OF LYON PRODUCTS

- Shelving
- Lockers
- Wood Working Benches
- Economy Locker Racks
- Revolving Bins
- Shop Boxes
- Bar Racks
- Bin Units
- Kitchen Cabinets
- Display Equipment
- Hanging Cabinets
- Tool Stands
- Service Carts
- Hopper Bins
- Parts Cases
- Filing Cabinets
- Cabinet Benches
- Folding Chairs
- Drawing Tables
- Flat Drawer Files
- Tool Trays
- Shop Desks
- Stools
- Storage Cabinets
- Bench Drawers
- Work Benches
- Drawer Units
- Tool Boxes
- Sorting Files
- Tables

Eagle Electric Mfg. Co., Inc.
Evans Case Co.
Park Sherman Co.
Parker Pen Co.
POLAR MFG. CO.
Quick Point Pencil Co.
Quigley Co.
Ritepoint Co.
Ronson Art Metal Works, Inc.
SMITH METAL ARTS CO., INC.
SMO-KING PRODUCTS, INC.
Stratford Pen Corp.
Zippo Mfg. Co.

Lighting Fixtures (Office and Store)

(See Fixtures, Store, Lighting Fixtures)

Line Indicators

(See Copyholders)

Linoleum Cleaners (Desk Pads, Tops)

Armstrong Cork Co.
BARCO CHEMICAL PRODUCTS CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
FOX, GEO. E., & CO.
General Fireproofing Co.
POLAR MFG. CO.
Wiemer's, Inc.

Linoleum Preservative

FOX, GEO. E., & CO.
General Fireproofing Co.
Globe-Wernicke Co.
Lino Food

List Finders

(See Telephone List Finders)

Lithographers

Barnard, George D., Co.
Eureka Specialty Printing Co.
Goes Lithographing Co.
Hall, J. C., Co.
Heinicke-Fiegel Lithographing Co.
Lutz & Sheinkman, Inc.
Merchants Industries, Inc.
Weber Lithographing Co.
Workman Mfg. Co.

Lockers (Clothes, Metal)

(See also Cabinets, Wardrobe)

ALL-STEEL EQUIPMENT INC.
Aurora Steel Products Co.
BERGER MFG. DIVISION
CASPER, IRWIN, INC.
Cline, K. F., Co., Inc.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Estey Metal Products, Inc.
Evans Metal Products Inc.
Gardner Mfg. Co.
Interior Steel Equipment Co.
LYON METAL PRODUCTS, INC.
Medart, Fred, Products, Inc.
Midwest Metal Mfg. Co.
MODERN STEELCRAFT, INC.
PARKER STEEL PRODUCTS, INC.
Penn Metal Corp. of Penna.
Simplex Metal Products, Inc.
STAR STEEL EQUIPMENT CO., INC.
Steel Service Mfg. Co.
Supreme Steel Products, Inc.
TOP FLIGHT PRODUCTS CO., INC.
VOGEL-PETERSON CO.
Werner's Mfg. Co.

Lockers (Clothes, Wood)

Excellent Cabinet Works Co.
Great Lakes Store & Office Fixture Co.
QUIGLEY FURNITURE CO.

when you see a bold face listing...

it means the manufacturer has an advertisement in this issue giving further information about his products.

If the ad is not adjacent to the listing, refer to the Advertisers Index just inside the back cover.

use the handy inquiry-cards for complete information from advertisers

Locking Mechanisms (Desk Drawer)

Liebman, A. L., & Son, Inc.
NATIONAL LOCK CO.
St. Louis Hardware Mfg. Co.
Seng Company

Locks (Binder, Book)

Hall & McChesney, Inc.
Loose Leaf House
McMillan Book Co.
Stationers Loose Leaf Co.
Tenacity Mfg. Co.
WILSON JONES CO.

Locks (Cabinet and Desk)

CHICAGO LOCK CO.
Corbin Cabinet Lock Div.
Eagle Lock Co.
Illinois Lock Co.
Liebman, A. L., & Son, Inc.
NATIONAL LOCK CO.
Yale & Towne Mfg. Co.

Locks (Telephone)

Phonelock Co.
Whitlock Corp.
Yale & Towne Mfg. Co.

Lodge Furniture

(See Furniture, Lodge)

Loose Leaf Fillers

(See Fillers, Loose Leaf)

Loose Leaf Holders (Adjustable)

IDL MFG. & SALES CORP.
National Blank Book Co.
SPEED PRODUCTS CO., INC.

Loose Leaf Indexes

(See Index Systems)

Loose Leaf Metals (Binder Mechanisms)

Conolly, Henry, Co.
Cott Index Co.
ELBE FILE & BINDER CO., INC.
Feldco Loose Leaf Corp.
Grand Rapids Loose Leaf Binder Co.
Majestic Loose Leaf, Inc.
National Blank Book Co.
Stationers Loose Leaf Co.
Tenacity Mfg. Co.
WILSON JONES CO.
Winfield Mfg. Co.

Loose Leaf Metals (Binding Posts, Self-Locking)

BANKERS BOX CO.
(See Catalog Inserts, Pages 39-40, 165-168)
Conolly, Henry, Co.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Grand Rapids Loose Leaf Binder Co.
Kline, W. R., Co.
Magic Binding Post Co.
National Blank Book Co.
WILSON JONES CO.

Loose Leaf Metals (Binding Screw Posts, Metal)

Ace Loose Leaf Bindery Co.
BANKERS BOX CO.
(See Catalog Inserts, Pages 39-40, 165-168)
Barrett Bindery Co.
BOORUM & PEASE CO.
Chicago Binder & File Co.
Conolly, Henry, Co.
Cott Index Co.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Gane Bros. & Lane, Inc.
Grand Rapids Loose Leaf Binder Co.
IDL MFG. & SALES CORP.
LEONARD, CHARLES, INC.
Loose Leaf Metals Co., Inc.
Majestic Loose Leaf, Inc.
Master-Craft Corp.
McMillan Book Co.
National Blank Book Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
Stimpson, Edwin B., Co.
Tenacity Mfg. Co.
Trussell Mfg. Co., Inc.
Vevier Loose Leaf Co.
WILSON JONES CO.

Loose Leaf Metals (Binding Screw Posts, Plastic)

ELBE FILE & BINDER CO., INC.
Gane Bros. & Lane, Inc.
Grand Rapids Loose Leaf Binder Co.
Majestic Loose Leaf, Inc.

Loose Leaf Metals (Book Rings, Metal)

Adams, Henry T., Mfg. Co.
BOORUM & PEASE CO.
ELBE FILE & BINDER CO., INC.
Feldco Loose Leaf Corp.
Grand Rapids Loose Leaf Binder Co.
Majestic Loose Leaf, Inc.
Stationers Loose Leaf Co.
Tenacity Mfg. Co.
WILSON JONES CO.
Winfield Mfg. Co.

Loose Leaf Systems and Forms

(See Forms, Loose Leaf)

Lubricants

(See Oils and Lubricants)

Luggage (Men's and Women's)

American Trunk & Case Co.
Barwel Mfg. Co., Inc.
Belber Trunk & Bag Co.
Boyle Leather Goods Co., Inc.
Can-Pro Corp. (Canvas)
Cross, Mark, Co.
DOPPELT, CHARLES, & CO., INC.
Dresner, S., & Son, Inc.
Eastern Bag Mfg. Corp.
Galewski, A., & Sons, Inc.
Humphrys', R. A., Sons, Inc.
Luxor Leathercraft Corp.
Oshkosh Trunks & Luggage
Petersburg Trunk & Bag Co.
Schell Leather Goods Co., Inc.
Shwayder Bros., Inc.
STEIN BROS. MFG. CO. (MEN'S)
Supreme Leather Goods Co.
U. S. Luggage & Leather Products Co.
Warren Leather Goods Co.
Winfield Mfg. Co.
Winship Co.

Luggage Tags

(See Tags, Luggage)

Magazine Binders

(See Binders, Magazine)

Magazine Racks

(See Racks, Magazine)

Magnifying Glasses

(See Glasses, Reading and Magnifying)

Mail Bag Holders, Racks

(See Holders, Mail Bag)

Mail Bags

(See Bags, Mail)

Mail Bags (Office Distributing)

(See Bags, Mail, Office Distributing)

Mail Boxes (Office)

(See Boxes, Mail, Office)

Mailing Boxes

(See Boxes, Mailing)

Mailing Devices (Coin)

(See Bags, Mailing; Coin Cards, Mailing)

Mailing Machines

Addressograph-Multigraph Corp.
Commercial Controls Corp.
Dick Mailer Co.
Inserting & Mailing Machine Co.
Pitney-Bowes, Inc.
Wing's, Chauncey, Sons

Mailing Tables

(See Tables, Mail Room)

Mailing Tubes

Ames Bag Co., Inc.
Ames Safety Envelope Co.
Cin-Made Corp.
Cleveland Container Co.

the Original Equipment Line of Quality

CHICAGO LOCKS

illustrated are some of our many types for desks, filing cabinets, vaults, lockers and strong boxes.

MANUFACTURERS: *Write for engineering co-operation on your lock needs. Ask for our complete catalog.*

CHICAGO LOCK CO.
2024 N. RACINE AVENUE • CHICAGO 14, ILLINOIS

3 POPULAR LABELING PRODUCTS

Perma-Stik
IT STAYS PUT

- - - PERMA-STIK, the self-adhesive tube or strip-like label holder that is now open on three sides for greater utility. It will hold a card many times its own width. Very easy to use.

FOR BINS AND SHELVES — Available in three sizes.

PS-½	½" x 6"	30c per ft.
PS-¾	¾" x 6"	35c per ft.
PS-1	1" x 6"	40c per ft.

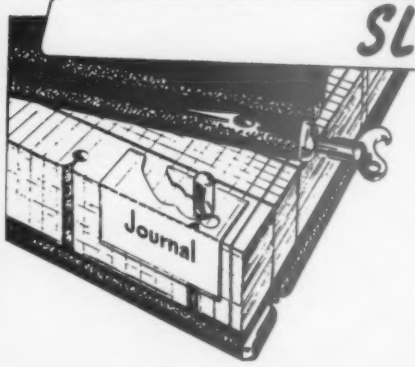
MAKES EVERY RING BOOK A LABEL HOLDER BINDER

FOR RING BINDERS

Smooth finished, durable metal construction—celluloid window protects and keeps label clean. Neat uniform appearance—lasts indefinitely.

SO-1	for 1" Ring Books	$0.25 each
SO-1½	for 1½" Ring Books	.30 each
SO-2	for 2" Ring Books	.35 each

SLIP-ON LABEL HOLDERS



FOR POST BINDERS

There is a Vinyl Plastic Label Holder for every type of open back binder. Will not warp or curl—made to Slip-On any size post.

PBS—½" x 2½"	$0.20 each
PBM—1" x 2½"	.25 each
PBL—2" x 2½"	.30 each

OFFICE PRODUCTS, INC.
9920 Freeland Ave. Detroit 27, Michigan
West Coast Distributor: Arch K. Ansty, 171 - 2nd St., San Francisco 5
Canadian Distributor: The Luckett Loose Leaf, Ltd., 11 - 17 Charlotte Street, Toronto 2-B, Ontario

Mailing Tubes
(Continued from page 208)

QUALITY PARK ENVELOPE CO.
R C Can Co.
Ritchie, W. C., & Co.
Sefton Fibre Can Co.
U. S. Mailing Case Co.

Mailing Wrappers

American Fiber-Velope Mfg. Co.
Ames Safety Envelope Co.
Pull-The-String Mailing Wrapper Co.

Manifold Books
(See Books, Manifold)

Manifold Forms and Systems
(See Forms, Continuous; Forms, One-Time Carbon)

Manifold Paper
(See Paper, Onionskin)

Manufacturing (Custom)
(See Custom Manufacturing)

Manuscript Covers
(See Covers, Brief)

Map and Plan Files
(See Files—Blueprint, Map and Plan)

Map Pins, Tacks
(See Pins, Map; Tacks, Map)

Maps

American Map Co.
CRAM, GEORGE F., CO.
(See Catalog Insert, Pages 189-190)
Geographical Publishing Co.
Hagstrom Co., Inc.
Hammond, C. S., & Co.
Hearne Bros.
Nystrom, A. J., & Co.
Rand McNally & Co.
University of Chicago Press
Weber Costello Co.

Marginally Punched Forms
(See Forms, Continuous, Marginally Punched)

Markers (Binder)

CEL-U-DEX CORP.
ELBE FILE & BINDER CO., INC.
Hadley, Charles R., Co.
Le Febure Corp.
Master-Craft Corp.
McILRATH, ROY E.
OFFICE PRODUCTS, INC.
Perma Products Co.
Sheppard, C. E., Co.
Smith, Charles C., Inc.
Star Loose Leaf Co., Inc.
WILSON JONES CO.

Markers (Desk Tray)

Melind, Louis, Co.
Perma Products Co.
Smith, Charles C., Inc.
Yawman and Erbe Mfg. Co.

Marking Crayons
(See Crayons, Checking and Marking)

Marking Devices
(See Specific Item Wanted)

Marking Inks
(See Inks, Marking)

Marking Pencils
(See Pencils, Checking and Marking)

Marking Stencils
(See Stencils, Marking)

Mark-Up Calculators
(See Calculating Devices, Markup)
(Also Calculating Charts & Tables, Markup)

Matched Office Suites
(See Furniture, Matched Office Suites)

Matches (Book, Etc.)

Diamond Match Co.
General Match Co.
Hano Paper Co., Inc.
Merchants Industries, Inc.
Monogram of California
Ohio Match Co.
Stationers Guild of America

QUALITY OFFICE PRODUCTS OF DURABLE PRESDWOOD
CHAIR MATS
CLIPBOARDS
ARCH FILES
BLACKBOARDS

All Popular Sizes and Colors. Write for Literature.
SERVICE PRODUCTS DIVISION
WOODALL INDUSTRIES INC.
3500 Oakton St., Skokie, Ill. (Chicago Suburb)
1970 Carroll Ave., San Francisco 24, Calif.

Mats (Chair, Composition Board)

A & F Tileboard Co.
American Floor Products Co.
Artistic Desk Pad & Novelty Co.
Bandes, Julius, & Co., Inc.
Flewelling, L. C., Co.
Floorcraft Co.
FOX, GEO. E., & CO.
HARDBOARD FABRICATORS, INC.
Hoffman, L.
IDL MFG. & SALES CORP.
POLAR MFG. CO.
SAINBERG & CO., INC.
SERVICE PRODUCTS DIVISION
Star Office Accessories Co.
STEMPEL MFG. CO.

Mats (Chair, Plastic)

Southern Friction Materials Co.

Mats (Chair, Rubber)

Ace Lite-Step Co.
American Floor Products Co.
American Mat Corp.
Artistic Desk Pad & Novelty Co.
Bickett, L. M., Co.
Floorcraft Co.
Goodrich, B. F., Co.
National Floor Products Co.
PERFECT RUBBER SEAT CUSHION CO.

Mats (Coin)

American Floor Products Co.
Goodrich, B. F., Co.
Lavelle Rubber Co.
Melind, Louis, Co.
Sun Rubber Co.
Western Rubber Co.

Mats (Cuspidor)

Ace Lite-Step Co.
American Floor Products Co.
Bickett, L. M., Co.
Floorcraft Co.
FOX, GEO. E., & CO.
FRANKLIN METAL PRODUCTS CO.
Goodrich, B. F., Co.
Lavelle Rubber Co.
Melind, Louis, Co.
National Floor Products Co.
POLAR MFG. CO.
STEMPEL MFG. CO.
Sun Rubber Co.
U. S. Rubber Co.
Western Rubber Co.

Mats (Door, Rubber)

Ace Lite-Step Co.
American Floor Products Co.
American Mat Corp.
Bickett, L. M., Co.
National Floor Products Co.

Mats (Runner, Rubber)

Ace Lite-Step Co.
American Floor Products Co.
American Mat Corp.
Auburn Mfg. Co.
Bickett, L. M., Co.
Bird & Son, Inc.
Goodrich, B. F., Co.
Goodyear Tire & Rubber Co.
National Floor Products Co.
U. S. Rubber Co.

Mats (Standing, Rubber)

Ace Lite-Step Co.
American Floor Products Co.
American Mat Corp.
Auburn Mfg. Co.
Bickett, L. M., Co.
Floorcraft Co.
Goodrich, B. F., Co.
National Floor Products Co.
PERFECT RUBBER SEAT CUSHION CO.
Textile Products Co.

Mechanical Bindings

(See Bindings, Plastic, Wire & Metal)

Medals and Badges

(See Badges)

Memo Pads and Holders (Desk)

American Binder Co.
AMERICAN PAD & PAPER CO.
Art Plastics Mfg. Co.
ART STEEL SALES CORP.
Artistic Desk Pad & Novelty Co.
Autopoint Co.
Banov-Bernsley & Co.
Charm Products Mfg. Corp.
Continental Mfg. Co., Inc.
DEFIANCE CALENDAR CO.
Ehlbert Products
EVER READY CALENDAR MFG. CO.
Finch & McCullough
Forbes Products Corp.
General Diaries Corp.
GIFT CRAFT LEATHER CO.
Harlich Corp.
Ketcham & McDougall, Inc.
Landa Leather Products Co.
MASON STATIONERY PRODUCTS, INC.
MAYER MFG. CO.
McDONALD PRODUCTS CORP.
Morris, Bert M., Co.
Nascon Products Division
Park Sherman Co.
Pen-Rite Corp.
Piltzer Qualiton Products, Inc.
POLAR MFG. CO.
REDI-RECORD PRODUCTS CO.
Reliable Stationers Specialties Co.
Robinson Reminders
Rubin's Corp.
SAINBERG & CO., INC.
Serolite Corp.
Slencil Co.
SMITH METAL ARTS CO., INC.
Smith, S. K., Co.
STANDARD DIARY CO.
Star Office Accessories Co.
Stationers Guild of America
Stationers Specialty Corp.
Union Pencil Co., Inc.
Ward, Samuel, Mfg. Co.
WILSON JONES CO.

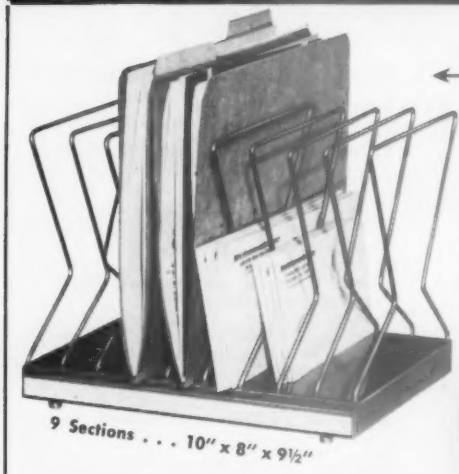
when you see a bold face listing . . .

it means the manufacturer has an advertisement in this issue giving further information about his products.

If the ad is not adjacent to the listing, refer to the Advertisers Index just inside the back cover.

use the handy **inquiry-cards** for complete information from advertisers

SELL MAYCO DESK ACCESSORIES for DESK EFFICIENCY!



9 Sections . . . 10" x 8" x 9½"

MAYCO "Clear Vue" DESK ORGANIZER
626-B Brown
626-G Gray

FREE! SALES HELPS
Displays, Banners, Mats, Envelope Stuffers

Distributed by Leading Wholesale Stationers
Send for Catalog

MAYCO "Roll Master" MEMO PAD

9½" x 3¾" . . . 3-7/16" Adding Machine Roll

620-B Brown
620-G Gray
621 Chrome Deluxe
622 Brass Deluxe

MAYCO "Personal" DESK ORGANIZER
619-B Brown ..... 5½" High
619-G Gray ..... 5½" Wide
5 sections

MAYER MANUFACTURING CORPORATION
3134 WEST 51st STREET • • • CHICAGO 32, ILLINOIS
Since 1921 Dept. BI

Memo Pads (Desk, Roll-Type)

Art Plastics Mfg. Co.
ART STEEL SALES CORP.
Gran Adell Mfg. Co.
Ketcham & McDougall, Inc.
MAYER MFG. CO.
MAYFAIR CO.
Moore Business Forms, Inc.
Prevue-Radsell Co.
Rediform Division
Serolite Corp.
Seymour Products Co.

Memos and Memo Books

(See Books, Memorandum)

Menu Covers

(See Covers, Menu)

Messenger Wallets (Bank)

(See Wallets, Messenger, Bank)

Metals (Loose Leaf)

(See Loose Leaf Metals)

Microfilm Cameras and Supplies

Bolsey Corp. of America
Burroughs Corp.
DIEBOLD, INC.
Eastman Kodak Co.
Griscombe Products, Inc.
Haloid Co.
Micro Record Corp.
Recordak Corp.
Remington Rand Inc.

Microfilm Files

(See Files, Microfilm)

Mimeo Paper

(See Paper, Duplicator, Mimeo)

Minute Books

(See Books, Minute)

Mirrors

Bache, Semon, & Co.
Falconer Plate Glass Corp.
Lawson, F. H., Co.
Pittsburgh Plate Glass Co.

Modular Unit Furniture

(See Furniture, Modular Units)

Moisteners (Envelope, Label, Stamp)

Bernay Products Co.
Better Packages, Inc.
DEFIANCE CALENDAR CO.
Derby Sealers, Inc.
Diagraph-Bradley Industries, Inc.
DOWNEY, C. L., CO. (TELLERS')
Ever Ready Label Corp.
Gabe Mfg. Corp.
GLUE-FAST EQUIPMENT CO., INC.
Haldon Mfg. Co., Inc.
Hummel, A. C., Co.
Hydrawlik Co.
IDL MFG. & SALES CORP.
Jay-Lip Corp.
Kendall Sealer Co.
LIPTON MFG. CO., INC.
Market Services, Inc.
MARKWELL MFG. CO., INC.
MAYFAIR CO.

Mohler, A.
Morris, Bert M., Co.
Northeastern Plastics, Inc.
OFFICE ACCESSORIES CORP.
Pike, E. W., & Co.
Seymour Products Co.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Stationers Specialty Corp.
Sterling Plastics Co.
U-File-M Binder Mfg. Co., Inc.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
Weeks, Frank A., Mfg. Co.

Money Bags
(See Bags, Coin)

Money Changers
(See Coin Changers)

Money Chests (Burglar-Resistive)
(See Chests, Money)

Money Clips
(See Clips, Money)

Monogramming Machines
(See Gold Stamping Machines)

Mucilage
(See Adhesives, Mucilage)

Murals (Photo)
Foto Murals of California
West-Dempster Co.

Music Cases
(See Cases, Music)

Name Plates (Decalcomania)
Adams, S. G., Co.
Duro Decal Co., Inc.
Krengel Mfg. Co., Inc.
Meyercord Co.
National Decalcomania Corp.
Palm Bros. Decalcomania Co.

Name Plates (Desk, Aluminum)
ABBOTT COIN COUNTER CO.
Acromark Co.
Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Anderson & Sons, Inc.
Bank Products Co.
Dayton Stencil Works Co.
Dorman, J. F. W., Co.
Erco Mfg. Co.
International Bronze Tablet Co., Inc.
Irwin-Hodson Co.
Newman Bros., Inc.
Pan American Bronze Co.
Sarvis Mfg. Co.
Stafford Mfg. Co., Inc.
Stello Products Co.
Supersine Co. of America
U. S. Bronze Sign Co., Inc.

Name Plates (Desk, Brass)
Acromark Co.
Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Anderson & Sons, Inc.
Bank Products Co.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Dayton Stencil Works Co.
Dorman, J. F. W., Co.
Gibson, A. C., Co., Inc.
International Bronze Tablet Co., Inc.
Irwin-Hodson Co.
Krengel Mfg. Co., Inc.

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- Frame in triple chrome plate.
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ACME BULLETIN & DIRECTORY BOARD CORP.
Acromark Co.
Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Anderson & Sons, Inc.
Bank Products Co.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Dayton Stencil Works Co.
Erco Mfg. Co.
Gibson, A. C., Co., Inc.
International Bronze Tablet Co., Inc.
Irwin-Hodson Co.
Krengel Mfg. Co., Inc.
Kutch, Walter E., Co.
Matthews, James H., & Co.
Newman Bros., Inc.
Pan American Bronze Co.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
U. S. Bronze Sign Co., Inc.
U. S. Changeable Sign Co.

Name Plates (Desk, Changeable Letter)
ACME BULLETIN & DIRECTORY BOARD CORP.
Acromark Co.
Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Bank Products Co.
BANKERS & MERCHANTS, INC.
Clark, R. W., Mfg. Co.
DAVENPORT, A. C., & SON, INC.
Harris, M. & G., Co.
ROWLES, E. W. A., CO.
SOUTH BEND METAL PRODUCTS CO.
Stafford Mfg. Co., Inc.
Tablet & Ticket Co.
U. S. Bronze Sign Co., Inc.
U. S. Changeable Sign Co.

Name Plates (Desk, Changeable Name)
ABBOTT COIN COUNTER CO.
ACME BULLETIN & DIRECTORY BOARD CORP.
ACME PRODUCTS CO.
Acromark Co.
Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Anderson & Sons, Inc.
Bank Products Co.
BANKERS & MERCHANTS, INC.
DAVENPORT, A. C., & SON, INC.
Embosograf Corp. of America
Erco Mfg. Co.
International Bronze Tablet Co., Inc.
Kutch, Walter E., Co.
Stafford Mfg. Co., Inc.
Tablet & Ticket Co.
U. S. Bronze Sign Co., Inc.
U. S. Changeable Sign Co.

Name Plates (Desk, Leather Covered)
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POLAR MFG. CO.
SAINBERG & CO., INC.

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confused?

Many trade names and trade marks seem to have no connection with the manufacturer. If this is your problem the Index of Trade Names & Trade Marks on page 247 should be the first place you turn to.

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Bildey Products Corp.
Consolidated Stamp Mfg. Co., Inc.
Force Western, Inc.
Gits Molding Corp.
Guedon Co.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
International Bronze Tablet Co., Inc.
Irwin-Hodson Co.
Kirk Plastic Co.
Krengel Mfg. Co., Inc.
Kutch, Walter E., Co.
PEARL ENGRAVING CORP.
Stafford Mfg. Co., Inc.
Tablet & Ticket Co.
U. S. Bronze Sign Co., Inc.

Name Plates (Desk, Wood)

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Adams, S. G., Co.
Bank Products Co.
BANKERS & MERCHANTS, INC.
Bildey Products Corp.
DAVENPORT, A. C., & SON, INC.
Embosograf Corp. of America
Kutch, Walter E., Co.
ROWLES, E. W. A., CO.
Stafford Mfg. Co., Inc.
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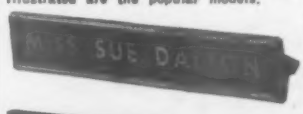

No. 600, desk type, gray; No. 601, brown, size 1½" by 6½". $1.25

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No. 603, transparent easel type name plate for desk, size 2" by 10", black background, gold lettering. $3.00

No. 604, desk style, vertical, can be read from both sides, size 2" by 10", black background, gold lettering. $4.00

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Corbin Cabinet Lock Div.
Embosograf Corp. of America
Emeloid Co., Inc.
Fox Co.
Gibson, A. C., Co., Inc.
Guedon Co.
Hanson, C. H., Co.
Irwin-Hodson Co.
Matthews, James H., & Co.
METALCRAFT, INC.
Sanders Mfg. Co.
Stafford Mfg. Co., Inc.
Wendell-Northwestern, Inc.

Newspaper Files

(See Racks, Newspaper)

Note Book Fillers

(See Fillers, Loose Leaf)

Note Books (Reporters)

AMERICAN PAD & PAPER CO.
BOORUM & PEASE CO.
Eastern Tablet Corp.
Greg Sales Co., Inc.

Note Books (School)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
BOORUM & PEASE CO.
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Eastern Tablet Corp.
Elam-Elkhart Stationery Co.
Ennis Tag & Salesbook Co.
Eureka Blank Book Co.
Greg Sales Co., Inc.
Hano Paper Co., Inc.
Highland Mfg. Co.
Kurtz Bros.
Maple Leaf Mfg. Co., Inc.
National Blank Book Co.
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Roaring Spring Blank Book Co.
Rubin's Corp.
Vernon, S. E. & M., Inc.
Western Tablet & Staty. Co.
WILSON JONES CO.

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BOORUM & PEASE CO.
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Eastern Tablet Corp.
Elam-Elkhart Stationery Co.
Ennis Tag & Salesbook Co.
Eureka Blank Book Co.
Greg Sales Co., Inc.
Hano Paper Co., Inc.
Highland Mfg. Co.
Kurtz Bros.
Lakeside Central Co.
Maple Leaf Mfg. Co., Inc.
National Blank Book Co.
Processed Papers
Roaring Spring Blank Book Co.
ROCKWELL-BARNES CO.
Rubin's Corp.
Saxon Paper Corp.
Stationers Guild of America
Universal Pad & Tablet Corp.
Vernon, S. E. & M., Inc.
Wansco Paper Products Co., Inc.
Western Tablet & Staty. Co.
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Note Cases

(See Cases, Bankers' Note)

Notes and Drafts

(See Forms, Drafts, Notes, Receipts, etc.)

Numbering Machines

Ajax Time Stamp Co., Inc.
American Numbering Machine Co.
Ameurope, Inc.
Bates Mfg. Co.
Cummins-Chicago Corp.
Force, William A., & Co.
Gibson, A. C., Co., Inc.
Matthews, James H., & Co.
Rapidprint Time Recorders, Inc. (Electric)
Roberts Numbering Machine Co.
STEWART, R. A., & CO., INC.
Time, Date & Number, Inc.
Wetter Numbering Machine Co. (Typographical)

Numbering Stamps (Rubber)

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AMERICAN SEAL & STAMP CO.
Consolidated Stamp Mfg. Co., Inc.
Duke, Ronald K., Co.
Force, Wm. A., & Co., Inc.
FULTON MARKING EQUIPMENT CO.
Melind, Louis, Co.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.

Office Bars

(See Bars, Office, Refrigerated)

Office Fans

(See Fans, Electric; Air Circulators)

Office Knives

(See Knives, Office)

for
stenographers
notebooks
see
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Office Machine Cabinets (Silencing)

(See Cabinets, Office Machine, Silencing)

Office Machine Cases

(See Cases, Typewriter)

Office Machine Covers

(See Covers, Office Machine)

Office Machine Stands

(See Stands, Billing, Bookkeeping Machine; Stands, Typewriter)

Office Planning Kits (Scale Models)

Globe-Wernicke Co.
Leopold Co.
M & M Industries
Remington Rand Inc.
Triometric, Inc.
Visual Plant Layouts, Inc.
Yawman and Erbe Mfg. Co.

Office Planning Kits (Templates)

Chart-Pak, Inc.
General Fireproofing Co.
Globe-Wernicke Co.
Gross Engineering Co., Inc.
Remington Rand Inc.
Visual Plant Layouts, Inc.

Office Suites (Matched)

(See Furniture, Matched Office Suites)

Offset Duplicator Supplies, Plates

(See Duplicator Supplies, Offset)

Oil Dispensers

American Writing Ink Co., Inc.
Ames Supply Co.
Gaunt Industries
Panef Mfg. Co., Inc.
Reardon Products
Shipman-Ward Mfg. Co.

Oils and Lubricants (Office Machine)

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Ames Supply Co.
Burroughs Corp.
Cardinell Corp.
Carter's Ink Co., The
Federal Mining & Mfg. Co.
Miller, C. H., Co.
Mittag & Volger, Inc.
Nye, Wm. F., Inc.
Panef Mfg. Co., Inc. (Powder)
Reardon Products (Powder)
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Shipman-Ward Mfg. Co.
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(See Paper, Onionskin)

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FLASH BOX OPENER CO., INC.
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Kenworth Mfg. Co.
Speedry Products, Inc.
UNITED CUTLERY & HARDWARE PRODUCTS CO.

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Art Plastics Mfg. Co.
Banov-Bernsley & Co.
BAUMGARTEN, FRED
CHICAGO DESK PAD CO., INC.
Continental Mfg. Co.
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Gabe Mfg. Corp.
Gits Molding Corp.
Guedon Co.
IDL MFG. & SALES CORP.
Imperial Fastener Co.
Kenworth Mfg. Co.
Kirk Plastic Co.
Lipic, Joseph, Pen Co.
Metropolitan Cutlery Co.
Northeastern Plastics, Inc.
OFFICE ACCESSORIES CORP.
POLAR MFG. CO.
Richards Morgenthau & Co.
SAINBERG & CO., INC.
SMITH METAL ARTS CO., INC.
Sterling Plastics Co.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
Waterbury Companies, Inc.
Weeks, Frank A., Mfg. Co.

Openers (Envelope, Machine, Electric)

Bircher Co., Inc.
Commercial Controls Corp.
Industrial Molded Products Corp.
Lansdale Products Corp.
MacKenzie, Arnold, Inc.
Pitney-Bowes, Inc.

Openers (Envelope, Machine, Hand Operated)

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Buckens Mfg. Co.
Commercial Controls Corp.
Haldon Mfg. Co., Inc.
Pitney-Bowes, Inc.
WILSON JONES CO.

Opera Chairs

(See Chairs, Opera)

Order Books

(See Books, Manifold)

Organizers (Desk)

(See Work Organizers)

Package Deal (Furniture)

(See Furniture, Package Deal, Complete)

Package Handles

Noesting Pin Ticket Co., Inc.

Package Ties

(See String Binders, Ties)

Package Tying Machines

(See Tying Machines)

Padding Supports (For Wire Spring Cushions)

Flex-O-Lators, Inc.

Pads (Calendar)

(See Calendar Pad Refills)

Pads (Chair)

(See Cushions, Chair)

Pads (Columnar)

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ASSOCIATED STATIONERS SUPPLY CO.
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Codex Book Co., Inc.
Eastern Tablet Corp.
Eureka Blank Book Co.
Greg Sales Co., Inc.
Hadley, Charles R., Co.
Hano Paper Co., Inc.
Master-Craft Corp.
McMillan Book Co.
National Blank Book Co.
National Manifolding Co.
Northeast Mills Paper Co.
Processed Papers
Reynolds & Reynolds Co.
Roaring Spring Blank Book Co.
ROCKWELL-BARNES CO.
Ross-Martin Co.
Rubin's Corp.
S-K Forms Co.
Saxon Paper Corp.
Sheppard, C. E., Co.
Stationers Guild of America
Universal Manufacturing Stationers, Inc.
Vernon, S. E. & M., Inc.
Western Tablet & Stationery Co.
WILSON JONES CO.
Yerg, Inc.

Pads (Desk)

(See Desk Pads)

for ruled legal pads see

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Faber, Eberhard, Pencil Co.
Hodgman Rubber Co.
Melind, Louis, Co.
Miller Products Co., Inc.
Molded Rubber Co.
SPEED PRODUCTS CO., INC.
Sun Rubber Co.

Pads (Legal Ruled)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
BOORUM & PEASE CO.
Eastern Tablet Corp.
Ennis Tag & Salesbook Co.
Greg Sales Co., Inc.
Hano Paper Co., Inc.
Hyman, L., & Sons
MOHAWK TABLET CO.
National Blank Book Co.
Northeast Mills Paper Co.
Osborn Paper Co.
Processed Papers
Richards, S. P., Paper Co.
ROCKWELL-BARNES CO.
Rubin's Corp.
Saxon Paper Corp.
Select Paper & Tablet Corp.
Stationers Guild of America
Universal Pad & Tablet Corp.
Vernon, S. E. & M., Inc.
WILSON JONES CO.
Yerg, Inc.

Pads (Memo Desk)

(See Memo Pads and Holders, Desk)

Pads (Memo Rotary)

(See Memo Pads, Desk, Roll-Type)

Pads (Quadrille)

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AMERICAN PAD & PAPER CO.
Greg Sales Co., Inc.
Hano Paper Co., Inc.
National Blank Book Co.
Saxon Paper Corp.
"Tops" Business Forms
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Bates Mfg. Co.
Carter's Ink Co.
Consolidated Stamp Mfg. Co.
FULTON MARKING EQUIPMENT CO.
Irwin-Hodson Co.
Matthews, James H., & Co.
Melind, Louis, Co.
Phillips Process Co., Inc.
Rivet-O Mfg. Co.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Volger Mfg. Co.

Pads (Rubber Stamp, Felt)

AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Bates Mfg. Co.
Carter's Ink Co.
Champion, Iden Charles, Co.
Consolidated Stamp Mfg. Co., Inc.
Duke, Ronald K., Co.
FULTON MARKING EQUIPMENT CO.
Irwin-Hodson Co.
Jet Mfg. Co., Inc.
Matthews, James H., & Co.
Melind, Louis, Co.
Meyer & Wenthe, Inc.
Peerless Office Products Corp.
Ranger Products Co.
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- Receipt Books
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Faurot, Inc.
FULTON MARKING EQUIPMENT CO.
Melind, Louis, Co.
Phillips Process Co., Inc.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Volger Mfg. Co.

Pads (Rubber Stamp, Foam Rubber)

AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Carter's Ink Co.
Consolidated Stamp Mfg. Co., Inc.
FULTON MARKING EQUIPMENT CO.
Melind, Louis, Co.
Peerless Office Products Corp.
Sanford Ink Co.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Volger Mfg. Co.

Pads (Rubber Stamp, Sponge Rubber)

AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co.
Force Western, Inc.
Matthews, James H., & Co.
Melind, Louis, Co.
Rivet-O Mfg. Co.
Stationers Guild of America
STEWART, R. A., & CO., INC.
Thomas Mfg. Co.

Pads (Rubber Stamp, Wood)

AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
FULTON MARKING EQUIPMENT CO.
Matthews, James H., & Co.
Phillips Process Co., Inc.
STEWART, R. A., & CO., INC.

for scratch pads see

MOHAWK
TABLET COMPANY
1703-19 EAST END AVE.
CHICAGO HEIGHTS, ILLINOIS

Pads (Scratch)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
BOORUM & PEASE CO.
Bradner Smith & Co.
Bristol Paper Products, Inc.
Central Tablet Mfg. Co.
Eastern Tablet Corp.
Ennis Tag & Salesbook Co.
Elam-Elkhart Staty. Co.
FAY PAPER PRODUCTS, INC.
Greg Sales Co., Inc.
Hano Paper Co., Inc.
Highland Mfg. Co.
Johns, W. A., Paper Co.
Kurtz Bros.
Lakeside Central Co.
Maple Leaf Mfg. Co., Inc.
Merchants Industries, Inc.
MOHAWK TABLET CO.
Osborn Paper Co.
Paper Mills Co.
Richards, S. P., Paper Co.
Roaring Spring Blank Book Co.
ROCKWELL-BARNES CO.
Saxon Paper Corp.
Select Paper & Tablet Corp.
Shelby Salesbook Co.
Sheppard, C. E., Co.
Stationers Guild of America
Wansco Paper Products Co., Inc.
Western Tablet & Staty. Co.
Yerg, Inc.

Pads (Telephone Base, Rubber)

Auburn Mfg. Co.
Dr. Scat Chemical Co.
Durkee-Atwood Co.
Peerless-Imperial Co., Inc.

Pads (Telephone Call)

Accurate Sales Book Co.
ADVANCO PRODUCTS
AMERICAN PAD & PAPER CO.
BOORUM & PEASE CO.
Continental Mfg. Co., Inc.
Osborn Paper Co.
"Tops" Business Forms
Universal Pad & Tablet Corp.
WILSON JONES CO.

Pads (Typewriter, Cork)

Auburn Mfg. Co.
FOX, GEO. E., & CO.
ROWLES, E. W. A., CO.

Pads (Typewriter, Felt)

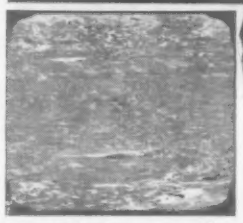
AMERICAN HAIR & FELT CO.
Ames Supply Co.
Auburn Mfg. Co.
Business Machine Products, Inc.
Continental Felt Co.
FOX, GEO. E., & CO.
Nielson Supply Co.
Piltzer Qualiton Products, Inc.
POLAR MFG. CO.
Remington Rand Inc.
Shipman-Ward Mfg. Co.
Typewriter Equipment Co., Inc.

Pads (Typewriter, Rubber)

Abco Plastic and Supply Co.
Ace Lite-Step Co.
American Floor Products Co.
American Latex Products Corp.
Ames Supply Co.
Andrews-Alderfer Co., Foam Div.
Atlas Machine Cover Mfg. Co.
Auburn Mfg. Co.
Bickett, L. M., Co.
BUD TYPE CLEANER CO.
Business Machine Products, Inc.
Cramer Posture Chair Co., Inc.
Dr. Scat Chemical Co.
Durkee-Atwood Co.
FLEXI-MAT CORP.
IDL MFG. & SALES CORP.
Keep Klean Products Co., Inc.
Peerless-Imperial Co., Inc.
PERFECT RUBBER SEAT CUSHION CO.
Premier Materials Co.
Regal Typewriter Co., Inc.
Reliable Textile Co.
Remington Rand Inc.
Ritchie, W. H., Co.
Rogers, W. T., Co.
Royal Typewriter Co., Inc.
Safeguard Corp.
Shipman-Ward Mfg. Co.
Spalde, Al
Style-Crafters, Inc.

Flexi-Mat TYPEWRITER CUSHIONS

Overall Thickness 1/4 INCH



Size 13" x 11" . . . 6 colors Marbelized Top — Sponge Rubber Base. Noise reducer . . . easily cleaned. Lasts a lifetime.

Reduces Office Fatigue.

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UNDERWOOD CORP.

Pamphlet Cases

(See Cases, Pamphlet)

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(See Rolls, Paper, Adding Machine)

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AMERICAN PAD & PAPER CO.
American Writing Paper Corp.
Brown, L. L., Paper Co.
Crocker-McElwain Co.
Eastern Tablet Corp.
EATON PAPER CORP.
Esleeck Mfg. Co.
Hammermill Paper Co.
Hano Paper Co., Inc.
Hyman, L., & Sons
Lafayette Co.
Maple Leaf Mfg. Co., Inc.
Marvin Envelope & Paper Co.
Millar, Geo. W., & Co., Inc.
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Northeast Mills Paper Co.
Paper Mills Co.
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Saxon Paper Corp.
Southworth Co.
Strathmore Paper Co.
Valley Paper Co.
Wansco Paper Products Co., Inc.
Whiting Paper Co.

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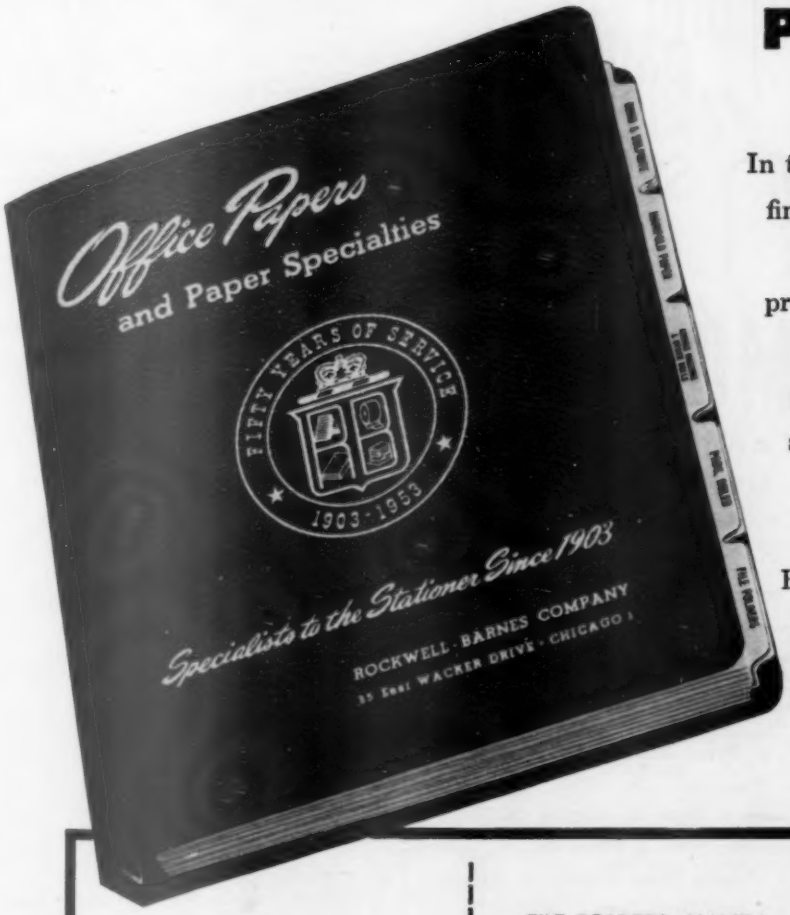

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(Continued from page 218)

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Northeast Mills Paper Co.
Paper Mills Co.
Parker, Joseph, & Son Co.
Processed Papers
ROCKWELL-BARNES CO.
Saxon Paper Corp.
Standard Paper Mfg. Co.
Wansco Paper Products Co., Inc.
Wrenn Paper Co.

Paper (Bond)

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AMERICAN PAD & PAPER CO.
American Writing Paper Corp.
ASSOCIATED STATIONERS SUPPLY CO.
Badger Paper Mills, Inc.
Bradner Smith & Co.
Brown, L. L., Paper Co.
Champion Paper & Fibre Co.
Crane & Co., Inc.
Crocker-McElwain Co.
Eastern Corp.
EATON PAPER CORP.
Esleeck Mfg. Co. (Thin)
Everett Pulp & Paper Co.
FAY PAPER PRODUCTS, INC.
Fox River Paper Corp.
Gilbert Paper Co.
Greg Sales Co., Inc.
Groveton Papers Co.
Hammermill Paper Co.
Hano Paper Co., Inc.
Highland Mfg. Co.
Hyman, L., & Sons
Johns, W. A., Paper Co.
Kimberly-Clark Corp.
Marvin Envelope & Paper Co.
Michigan Paper Co.
Millar, Geo. W., & Co., Inc.
Millers Falls Paper Co.
MOHAWK TABLET CO.
Neenah Paper Co.
Nekoosa-Edwards Paper Co.
Northeast Mills Paper Co.
Paper Converters, Inc.
Paper Mills Co.
Parsons Paper Co.
Port Huron Sulphite & Paper Co.
Processed Papers
Rittenhouse Paper Co.
ROCKWELL-BARNES CO.
Rubin's Corp.
Saxon Paper Corp.
Southworth Co.
Strathmore Paper Co.
Universal Pad & Tablet Corp.
Valley Paper Co.
Wansco Paper Products Co., Inc.
Wausau Paper Mills Co.
Whiting Paper Co.
Whiting-Plover Paper Co.

Paper (Carbon)

(See Carbon Paper)

Paper (Drawing)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
American Writing Paper Corp.
Bainbridge's, Chas. T., Sons
BRADLEY, MILTON, CO.
Champion Paper & Fibre Co.
Clearprint Paper Co.
Craftint Mfg. Co.
Eastern Tablet Corp.
Elliott, B. K., Co.
Favor, Ruhl & Co., Inc.
Greg Sales Co., Inc.
Groveton Papers Co.
Hano Paper Co., Inc.
Hyman, L., & Sons
Johns, W. A., Paper Co.
Keuffel & Esser Co.
Kurtz Bros.
Maple Leaf Mfg. Co., Inc.
MOHAWK TABLET CO.
Morilla Co., Inc.
Nobema Products Corp.
Northeast Mills Paper Co.
Port Huron Sulphite & Paper Co.
Post, Frederick, Co.
Processed Papers
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Saxon Paper Corp.
Strathmore Paper Co.
Valley Paper Co.
Wansco Paper Products Co., Inc.
Weber, F., Co.
Weil, J. H., & Co.

for duplicator papers see

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American Writing Paper Corp.
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Autocopy, Inc.
Badger Paper Mills, Inc.
Bare, D. M., Paper Co.
Beck Duplicator Co.
Bradner Smith & Co.
Cellulose & Paper Converting Co.
Central Tablet Mfg. Co.
Champion Paper & Fibre Co.
Commercial Paper Co.
Copy Papers Sales & Service Agency, Inc.
Crown Zellerbach Corp.
Dick, A. B., Co.
Du Prints, Inc.
Duplicating Papers, Inc.
Duplicator Paper Co.
Eastern Corp.
Eastern Tablet Corp.
EATON PAPER CORP.
Everett Pulp & Paper Co.
FAY PAPER PRODUCTS, INC.
Gestetner Duplicator Corp.
Greg Sales Co., Inc.
Groveton Papers Co.
Hammermill Paper Co.
Hano Paper Co., Inc.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
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Kurtz Bros.
Marr Duplicator Co., Inc.
Marvin Envelope & Paper Co.
Michigan Paper Co.
Millar, Geo. W., & Co., Inc.
MOHAWK TABLET CO.
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Northeast Mills Paper Co.
Paper Converters, Inc.
Paper Mills Co.
Processed Papers
Remington Rand Inc.
Rex-Rotary Distributing Corp.
Rittenhouse Paper Co.
ROCKWELL-BARNES CO.
Ronnie Products, Inc.
Saxon Paper Corp.
Speed-O-Print Corp.
Standard Paper Mfg. Co.
Stationers Guild of America
Technygraph Co.
Wansco Paper Products Co., Inc.
Wausau Paper Mills Co.
Whiting Paper Co.

Paper (Duplicator, Offset)

Affleck Stationery Co.
Copy Papers Sales & Service Agency, Inc.
Ditto, Inc.
Duplicating Papers, Inc.
FAY PAPER PRODUCTS, INC.
Greg Sales Co., Inc.
Groveton Papers Co.
Hammermill Paper Co.
Hano Paper Co., Inc.
Kimberly-Clark Corp.
Marvin Envelope & Paper Co.
Northeast Mills Paper Co.
Paper Mills Co.
Rittenhouse Paper Co.
ROCKWELL-BARNES CO.
Ronnie Products, Inc.
Saxon Paper Corp.

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American Manifold Products Corp.
AMERICAN PAD & PAPER CO.
Appleton Coated Paper Co.
ASSOCIATED STATIONERS SUPPLY CO.
Autocopy, Inc.
Badger Paper Mills, Inc.
Beck Duplicator Co.
Bradner Smith & Co.
Central Tablet Mfg. Co.
Copy Papers Sales & Service Agency, Inc.
Copy-Plus, Inc.
Dick, A. B., Co.
Ditto, Inc.
Du Prints, Inc.
Duplicating Papers, Inc.
Duplicopy Co.
FAY PAPER PRODUCTS, INC.
Groveton Papers Co.
Hammermill Paper Co.
Hano Paper Co., Inc.
Hectographia Corp.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
Hyman, L., & Sons
Kimberly-Clark Corp.
Kurtz Bros.
Mead Sales Co., Inc.
Michigan Paper Co.
MOHAWK TABLET CO.
Northeast Mills Paper Co.
Old Town Corporation
Paper Converters, Inc.
Paper Mills Co.
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ROCKWELL-BARNES CO.
Ronnie Products, Inc.
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Speed-O-Print Corp.
Standard Duplicating Machines Corp.
Wansco Paper Products Co., Inc.
Wausau Paper Mills Co.
Whiting Paper Co.
Wolber Duplicator & Supply Co.

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Card Mart, Inc.
Crocker-McElwain Co.
DENNISON MFG. CO.
Groveton Papers Co.
Hano Paper Co., Inc.
Northeast Mills Paper Co.
Royal Paper Corp.
Rytex Co.
Treasure Masters Corp.

Paper (Manifold)

(See Paper, Onionskin)

Paper (Onionskin)

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American Writing Paper Corp.
ASSOCIATED STATIONERS SUPPLY CO.
Bradner Smith & Co.
Brown, L. L., Paper Co.
Brownville Paper Co.
Cellulose & Paper Converting Co.

Commercial Paper Co.
EATON PAPER CORP.
Esleeck Mfg. Co.
FAY PAPER PRODUCTS, INC.
Gilbert Paper Co.
Greg Sales Co., Inc.
Hano Paper Co., Inc.
Hyman, L. & Sons
Lafayette Co., Inc.
Maple Leaf Mfg. Co., Inc.
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Michigan Paper Co.
Millar, Geo. W., & Co., Inc.
Millers Falls Paper Co.
Neenah Paper Co.
Northeast Mills Paper Co.
Paper Converters, Inc.
Paper Mills Co.
Port Huron Sulphite & Paper Co.
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Strathmore Paper Co.
Valley Paper Co.
Wansco Paper Products Co., Inc.
Whiting Paper Co.
Whiting-Plover Paper Co.

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Fox River Paper Corp.
General Photo Products Co.
Paper Mills Co.
Peerless Photo Products, Inc.
Recordak Corp.

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American Writing Paper Corp.
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Blair, J. C., Co.
Bradner Smith & Co.
Brownville Paper Co.
Cellulose & Paper Converting Co., Inc.
Central Tablet Mfg. Co.
Eastern Tablet Corp.
EATON PAPER CORP.
Ennis Tag & Salesbook Co.

for thin-skin duplex second sheets see

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Hano Paper Co., Inc.
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Johns, W. A., Paper Co.
Lafayette Co., Inc.
Lakeside Central Co.
Marvin Envelope & Paper Co.
Millar, Geo. W., & Co., Inc.
Millers Falls Paper Co.
MOHAWK TABLET CO.
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Osborn Paper Co.
Paper Converters, Inc.
Paper Mills Co.
Port Huron Sulphite & Paper Co.
Processed Papers
Rittenhouse Paper Co.
Roaring Spring Blank Book Co.
ROCKWELL-BARNES CO.
Saxon Paper Corp.
Southworth Co.
Wansco Paper Products Co., Inc.
Western Tablet & Staty. Corp.

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AMERICAN PAD & PAPER CO.
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Clearprint Paper Co.
Craftint Mfg. Co.
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Eastern Tablet Corp.
Elliott, B. K., Co.
Hyman, L., & Sons
Millers Falls Paper Co.
Morilla Co., Inc.
Nobema Products Corp.
Northeast Mills Paper Co.
Post, Frederick, Co.
Processed Papers
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Brown, L. L., Paper Co.
Brownville Paper Co.
Central Tablet Mfg. Co.
Commercial Paper Co
Copy Papers Sales & Service Agency, Inc.
Crocker-McElwain Co.
Eastern Tablet Corp.
EATON PAPER CORP.
Empire Paper Co.
Ennis Tag & Salesbook Co.
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Groveton Papers Co.
Hammermill Paper Co.
Hano Paper Co., Inc.
Hawthorne Paper Co.
Highland Mfg. Co.
Hyman, L., & Sons
Kimberly-Clark Corp.
Kurtz Bros.
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Rubin's Corp.
Saxon Paper Corp.
Southworth Co.
Stationers Guild of America
Strathmore Paper Co.
Valley Paper Co.
Wansco Paper Products Co., Inc.
Wausau Paper Mills Co.
Whiting Paper Co.
Whiting-Plover Paper Co.

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Hudson Pulp & Paper Corp.
Hyman, L., & Sons
Johns, W. A., Paper Co.
~~Marvin Envelope~~ & Paper Co.
Millar, Geo. W., & Co., Inc.
Munroe Paper Corp.
Nekoosa-Edwards Paper Co.
Northeast Mills Paper Co.
Rittenhouse Paper Co.
Saxon Paper Corp.
Thilmany Pulp & Paper Co.
Union Bag & Paper Corp.

Paper (Writing)

(See Stationery)

Paper Clasps

(See Clasps, Paper)

Paper Clips

(See Clips, Paper)

Paper Crimping Machines

BAUMGARTEN, FRED

Paper Cutters (Office)

(See Trimming Boards)

Paper Cutters (Printers')

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Chandler & Price Co.
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BRADLEY, MILTON, CO.
Bulman, E. O., Mfg. Co., Inc.
Nelson Vertical Paper Cutter Co., Inc
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(See Cups and Dispensers, Paper)

Paper Fasteners

(See Fasteners)

Paper Fastening Machines

(See Staplers)

Paper Joggers

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Thomas Collators, Inc.

Paper Shredders

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Lee & Henry Mfg. Co.
Mitts & Merrill
Shredmaster Corp.
Universal Shredder Co.
Western Reserve Laboratories

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Crown Zellerbach Corp.
DENNISON MFG. CO.
FRANKLIN METAL PRODUCTS CO.
Groveton Papers Corp.
Hano Paper Co., Inc.
Hudson Pulp & Paper Corp.
Huntington Laboratories, Inc.
Hyman, L., & Sons
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Millar, Geo. W., & Co., Inc.
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Green Duck Metal Stamping Co.
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St. Louis Button Co.
Serolite Corp.
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Weeks, Frank A., Mfg. Co.

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(See Package Handles)

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Leonard, G. R., & Co.
McKay, W. D.
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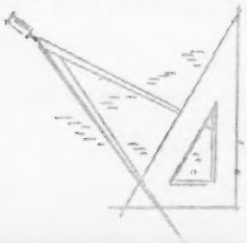

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Arnot
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Hauserman, E. F., Co.
Mills Co., The
New Castle Products (Folding Walls)
Otis Steel Products Corp.
Takapart Products Co.
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Partitions (Office, Wood)

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Takapart Products Co.
U. S. Plywood Corp.
Weber Showcase & Fixture Co., Inc.

Pass Books and Covers

(See Books, Pass)

Passe Partout Bindings

(See Bindings, Passe Partout)

Paste

(See Adhesives, Paste)

Patches and Reinforcements (Gummed)

(See Gummed Cloth Eyelets and Patches)

Payroll Bags

(See Bags, Payroll)

Payroll Envelopes

(See Envelopes, Payroll)

Payroll Machines

Addressograph-Multigraph Corp.
Burroughs Corp.
Denominator Co., Inc.
Friden Calculating Machine Co., Inc.
International Business Machines Corp.
International Payroll Machine Co.
National Cash Register Co.
Remington Rand Inc.
UNDERWOOD CORP.

Payroll Systems

(See Forms, Payroll)

Peg Boards (Accounting)

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Felt & Tarrant Mfg. Co.
General Manifold & Printing Co.
Hadley, Charles R., Co.
McBee Co., The
Reynolds & Reynolds Co.
Sheppard, C. E., Co.
Wilmer, E. P., Inc.
WILSON JONES CO.

Pen and Pencil Clips

(See Clips, Pen and Pencil)

Pen and Pencil Racks

(See Racks, Pen and Pencil)

WHEN DOES 1 DIVIDED BY 1 *equal* 2

SOLID WALL ALSO AVAILABLE IN METAL AND GLASS

This mathematical problem has a simple two word solution — PORTABLE PARTITION! Yes one large room may serve as efficiently as two

By letting us install one of our modern flush type steel partitions in your office, factory or showroom. The portable partition which we manufacture, sell and install includes the FLUSH TYPE and the RECESSED TYPE partitions, with painted and baked on finishes in all colors.

Our 3′ and 3′ 6″ high railings, 5′ 6″ high bank railings, 7′ 2″ and 8′ 6″ partitions can be extended to any ceiling height with sheet metal tops, glass tops or conventional mineral board tops, covering both sides of 2″ x 2″ wood stud frames.

Shown at the right is the functional bank height 5′ 6″ and lower right the popular ceiling high partitions.

A PRIVATE OFFICE WITHOUT THE ADDITION OF UNNECESSARY AND COSTLY SPACE

COMPLETELY MOVABLE EASILY TAKEN APART

specifications

ALL FLUSH TYPE partitions have sturdy clip-on construction; no screws, no nails. Metal and glass and solid metal—2″, 2⅜″ and 3″ thickness.

Permanent baked on finish; all colors.
Packed with glass wool insulation.
Ready for immediate delivery and installation.

Tell us your needs. Our expert layout specialists are at your service.
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IRWIN CASPER *Inc.* OFFICE PARTITIONS • SHELVING • FLOORING

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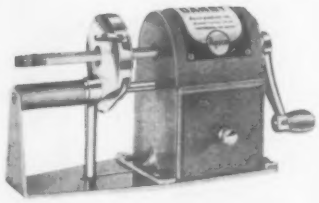
3

stock display and you'll sell

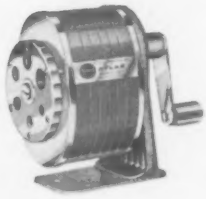
APSCO'S "BIG THREE"

the finest pencil sharpeners made anywhere



The famous **APSCO DANDY** *with the automatic feed, all-steel frame, heavy duty cutter head with steel adjustable point stop, and the pull-out type drawer receptacle. Perfect as a portable model or permanent installation. Sharpens all sizes woodcased pencils.*

The incomparable **APSCO DEXTER 3** *with the dial type selector. Compactly designed and constructed of heavy gauge steel with all-steel receptacle. Cutter head equipped with adjustable steel point stop. Sharpens all sizes of woodcased pencils.*



The new **APSCO ATLAS** *with all-steel frame of heavy gauge steel. Replaceable ring gear, new type all-steel receptacle, heavy duty cutter head and cutters makes this an outstanding sharpener for school and commercial use. Sharpens six sizes of woodcased pencils.*

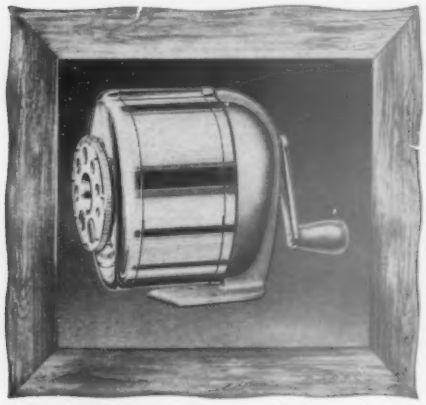
Apsco products inc.

336 north foothill road, beverly hills, calif.

Apsco®

factories: rockford, illinois; toronto, canada

OTHER APSCO SHARPENERS INCLUDE: CHICAGO, GIANT, PREMIER AND DRAFTSMAN MODELS PLUS APSCO'S FINE LINE OF STAPLERS, STAPLE REMOVERS, STAPLES, AND PUNCHES.



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FOR PERFORMANCE

The BOSTON KS Sharpener after producing 36,890 pencil points was still operative in test conducted by Tinius Olsen Co., Willow Grove, Pa. Again proof of the durability, speed and economy of this famous sharpener. Have our representative show you the complete details of this pencil sharpener test 31517.

BUY BOSTONS . . . SELL BOSTONS

Backed by a Full Year's Guarantee!

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CAMDEN 1, NEW JERSEY

Also Manufacturers of Speedball Pens and Products —Hunt Pens

BOSTON

PENCIL SHARPENERS

WRITE FOR CATALOG

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(See Fountain Pen and Mechanical Pencil Sets)

Pen Points (Gold)

American Pencil Co.
Arch Pen Co.
Gregory Fount-O-Ink Co.
Holland, John, Gold Pen Co.
Kahn, David, Inc.
Lipic, Joseph, Pen Co.
Parker Pen Co.
Pen-N-Pencil Co.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Sheaffer, W. A., Pen Co.
Waterman Pen Co., Inc.
Weigel, E. O., & Sons

Pen Points (Gold Plated)

American Pencil Co.
Everlast Pen Co.
Gregory Fount-O-Ink Co.
Holland, John, Gold Pen Co.
HUNT, C. HOWARD, PEN CO.
Lipic, Joseph, Pen Co.
Modern Pen Mfg. Co., Inc.
Parker Pen Co.
Pencraft, Inc.
Rite-Craft Co.
Rotary Pen Co.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Spencerian Pen Co.
Welty Pen & Repair Co

Pen Points (Lettering)

(See Lettering Pens)

Pen Points (Steel)

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Eagle Pencil Co.
Esterbrook Pen Co.
Everlast Pen Co.
HUNT, C. HOWARD, PEN CO.

DUX

a Time-Saving

"DUX"

on every desk

PRECISION

PENCIL SHARPENERS

that speedily sharpen

PENCILS — SLIM PENCILS
SOFT LEADS — HARD LEADS

Variety of Models available also for repointing Crayons and Chalks

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Spencerian Pen Co.
Weigel, E. O., & Sons
Welty Pen & Repair Co.

Pencil Boxes (School)

(See Boxes, Pencil, School)

Pencil Leads

(See Leads, Mechanical Pencil)

Pencil Lengtheners

ALVIN & CO.
Best, Richard, Pencil Co.
BRUSHMAKERS, INC.
Cardinell Corp.
Compass Instrument & Optical Co., Inc.
Craftint Mfg. Co.
DIXON, JOSEPH, CRUCIBLE CO.
Elliott, B. K., Co.
Faber, A. W.,-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
Griffin Mfg. Co.
Koh-I-Noor Pencil Co., Inc.
Weber, F., Co.

Pencil Pockets

Angler's Products Co.
HAZEL-VINYL PRODUCTS
Mayer A. G., Inc.
Rogers, W. T., Co.
Winston Mfg. Co.

Pencil Point Protectors

Best, Richard, Pencil Co., Inc.
Faber, A. W.—Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
Koh-I-Noor Pencil Co., Inc.
Nobema Products Corp.
Reliance Pencil Corp.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
Van Valkenburg, L. D., Co.

Pencil Pointers

ALVIN & CO.
American "falcon" Mfg. Corp.
BAUMGARTEN, FRED
Cardinell Corp.
Compass Instrument & Optical Co., Inc.
COOKE & COBB CO.
Crofoot, Nielsen & Co.
Elliott, B. K., Co.
Elward Mfg. Co.
Grumbacher, M., Inc.
HUNT, C. HOWARD, PEN CO.
MAYLINE CO., INC.
Nobema Products Corp.
Rogers, W. T., Co.
STEMPEL MFG. CO.

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DIXON, JOSEPH, CRUCIBLE CO.
HUNT, C. HOWARD, PEN CO.
STAEDTLER, J. S., INC.
Stationers Guild of America

Pencil Sharpeners (Electric)

Morris, Bert M., Co.
STILE-CRAFT MANUFACTURERS INC.

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Compass Instrument & Optical Co., Inc.
Faber, A. W.-Castell Pencil Co., Inc.
Koh-I-Noor Pencil Co., Inc.
MAYFAIR CO.
Nobema Products Corp.
Northeastern Plastics, Inc.
Plastic Products Co.
S. & S. Distributing Co.
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WRITE TODAY FOR COMPLETE INFORMATION

Just insert wooden pencil at the natural writing angle and the Electro-Pointer automatically gives you a perfect point, instantly. Will not chew up pencils, but sharpens just enough. A real item for office, home or school.

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(See Pencils, Imprinted)

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Faber, Eberhard, Pencil Co.
Koh-I-Noor Pencil Co., Inc.
PANDA PENCIL LEAD, INC.
Reliance Pencil Corp.
Sanders Mfg. Co.

Pencils (Checking and Marking)

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American Pencil Co.
Autopoint Co.
Best, Richard, Pencil Co., Inc.
Blaisdell Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Hutcheon Brothers
Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
LISTO PENCIL CORP.
Mease, W. D., Co.
Monarch Pencil Co.
National Pencil Co.
Reliance Pencil Corp.
Ruwe Pencil Co.
Scripto, Inc.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
TWEETEN FIBRE CO.
V. & E. Mfg. Co.
Victorian Pencil Co.
Wallace Pencil Co.

Pencils (China and Cellophane Marking)

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American Pencil Co.
Autopoint Co.
Blaisdell Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.

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National Pencil Co.
Reliance Pencil Corp.
Scripto, Inc.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
TWEETEN FIBRE CO.

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Best, Richard, Pencil Co., Inc.
Blaisdell Pencil Co.
Craftint Mfg. Co.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
Monarch Pencil Co.
National Pencil Co.
Reliance Pencil Corp.
Ruwe Pencil Co.
Sanders Mfg. Co.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
Wallace Pencil Co.

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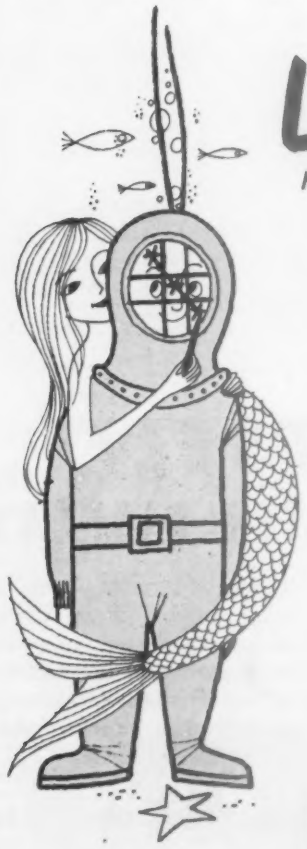
Blaisdell Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Faber, A. W.-Castell Pencil Co., Inc
Faber, Eberhard, Pencil Co.
General Pencil Co.
Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
Monarch Pencil Co.
National Pencil Co.
Reliance Pencil Corp.
Ruwe Pencil Co.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
Wallace Pencil Co.



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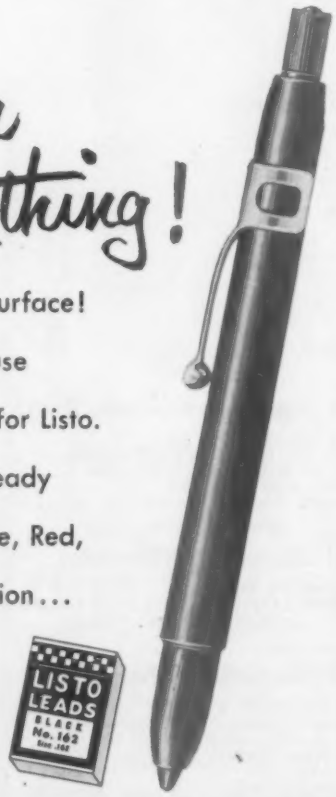
MARKING PENCIL

Guaranteed to write clearly on any surface!
A perfect addition to your line because every business has hundreds of uses for Listo.
REFILLS IN 6 COLORS (a source of steady repeat business)... Black, Brown, Blue, Red, Green, and Yellow. Write for information...



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12 mechanical lead holders in sales-stimulating display. Retails at $15.50. Also Available: Top Quality PARAMOUNT Refill Leads—$.75 tube of 12—5" leads.

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Designing Aids • Drafting Equipment

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Bridgeport Pen Co.
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Faber, Eberhard, Pencil Co.
General Pencil Co.
Grumbacher, M., Inc.
Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
Morilla Co., Inc.
National Pencil Co.
Post, Frederick, Co.
Reliance Pencil Corp.
Ruwe Pencil Co.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
Wallace Pencil Co.
Weil, J. H., & Co.

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Autocopy, Inc.
Beck Duplicator Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Ditto, Inc.
DIXON, JOSEPH, CRUCIBLE CO.
Du Prints, Inc.
Duplicopy Co.
Faber, A. W.—Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Hectographia Corp.
HEYER CORP.
(See Catalog Insert, Pages 120-132)
National Pencil Co.
Reliance Pencil Corp.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.

Pencils (Imprinted, Mechanical)

Alexander Mfg. Co.
Arnold, R. L., Pen Co.
Autopoint Co.
Ballard Pencil Co.
Brownie Mfg. Co.
Duplex Pen & Pencil Co.
Eagle Pencil Co.
Everlast Pen Co.
Guedon Co.
Hollywood Pen Co.
Kahn, David, Inc.
Ketcham & McDougall, Inc.
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McLENNON PEN CO.
Mease, W. D., Co.
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Murphy, Thos. D., Co.
Nichols Products Co.
Parker Pen Co.
Pen-N-Pencil Co.
Quick Point Pencil Co.
Sanders Mfg. Co.
Schlosser Mfg. Co.
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Serolite Corp.
Sheaffer, W. A., Pen Co.
Southern Pen Co.
Souvenir Lead Pencil Co.
Stratford Pen Corp.
Union Pencil Co., Inc.
Welsh Mfg. Co.

Pencils (Imprinted, Wood-Cased)

Acorn Pencil Co.
ALVIN & CO.
American Pencil Co.
Ballard Pencil Co.
Best, Richard, Pencil Co.
Commonwealth Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Guedon Co.
Koh-I-Noor Pencil Co.
Linton Pencil Co.
Murphy, Thos. D., Co.
National Pencil Co.
Ozark Pencil Co.
Reliance Pencil Corp.
Ruwe Pencil Co.
Sanders Mfg. Co.
Souvenir Lead Pencil Co., Inc.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
Union Pencil Co., Inc.

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Morris, Owen, & Co.
Non-Stop Pen & Pencil Co.
Pen-N-Pencil Co.

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McLENNON PEN CO.
Nichols Products Co.
Non-Stop Pen & Pencil Co.
Pen-N-Pencil Co.
Schlosser Mfg. Co.

Pencils (Mechanical)

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American Pencil Co.
Arnold, R. L., Pen Co., Inc.
Autopoint Co.
Avon Pen Products Co.
Barrett, C. E., & Co.
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DIXON, JOSEPH, CRUCIBLE CO.
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Dur-O-Lite Pencil Co.
Eagle Pencil Co.
Esterbrook Pen Co.
Everlast Pen Co.
Eversharp, Inc.
Faber, Eberhard, Pencil Co.
Guedon Co.
Hamilton Pen Co.
Hollywood Pen Co.
Hutcheon Brothers
Kahn, David, Inc.
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McLENNON PEN CO.
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Non-Stop Pen & Pencil Co.
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Pen-N-Pencil Co.
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Rite-Craft Co.
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Ritepoint Co.
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Waterman Pen Co., Inc.
Welsh Mfg. Co.
Welty Pen & Repair Co.

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Faber, Eberhard, Pencil Co.
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Koh-I-Noor Pencil Co., Inc.
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Faber, Eberhard, Pencil Co.
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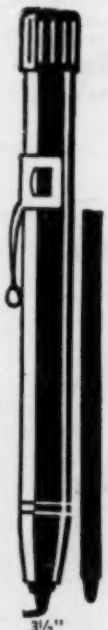
McLENNON PEN CO.
Mease, W. D., Co.
Scripto, Inc.
TWEETEN FIBRE CO.
V. & E. Mfg. Co.



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MARKING PENCIL

The Best and Most Economical 1,001 Checking & Marking Uses

Screw-type feed like a mechanical lead pencil. Sturdily made for heavy duty any place where checking pencils or crayons are used.

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MARKS-ON-METAL
MARKS-ON-CELLOPHANE

Available in Black, Red, Blue & Green

Refills available in six colors, Black, Red, Blue, Green, White & Yellow. Packed 12 of one color to a package. List price 25c per package.

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Faber, Eberhard, Pencil Co.
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Musgrave Pencil Co.
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Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
Morris, Bert M., Co.
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Wallace Pencil Co.

Pens (Artists and Mapping)

(See Artists' Supplies)

Pens (Ball-Point)

(See Fountain Pens, Ball-Point)

Pens (Fountain)

(See Fountain Pens, Nib-Type)

Pens (Goose Quill)

Glaser, Lewis

Pens (Lettering)

(See Lettering Pens)

Pens (Marking, Brush)

(See Brushes, Marking, Fountain)

Pens (Ruling)

(See Drafting Instrument Sets)

Pens (Stylus)

(See Styli, Stencil)

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American Bank Equipment Co.
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(See Files, Box, Personal)

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(See Albums, Photograph)

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Mayhal Photocopy Corp. of America
Orco Cameras, Inc.
Ozalid
P. & H. Sales Corp.
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Photostat Corp.
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Ehlbert Products
Kirk Plastic Co.
Landa Leather Products Co.
Modern Desk Pad Mfg. Co.
REDI-RECORD PRODUCTS CO.
Regal & Wade Mfg. Inc.

Picture Frames (Leather Covered)

American Binder Co.
Ameron Wallet & Leather Novelty Co.
Banov-Bernsley & Co., Inc.
Benner Leather Goods Co.
Charm Products Mfg. Co.
GIFT CRAFT LEATHER CO.
Landa Leather Products Co.
POLAR MFG. CO.
Regal & Wade Mfg., Inc.
SAINBERG & CO., INC.
Stationers Specialty Corp.

Picture Hooks

(See Hangers and Hooks, Picture)

Pictures (Framed)

Beckley-Cardy Co.
Borin Art Products Corp.
BROWN, ARTHUR, & BRO., INC.
Franklin Picture Frame Co.
Helms Products, Inc. (Illuminated)
Myrtle Desk Co.
New York Graphic Society
Vilas-Mages Co.

Pigeon-Hole Cabinets

(See Cabinets, Pigeon-Hole)

Pin Cups and Trays

BAINBRIDGE, KIMPTON & HAUPT, INC.
Beaumont Co.
Canton Glass Co., Inc.
Globe-Wernicke Co.
IDL MFG. & SALES CORP.
Morris, Bert M., Co.
Rodefer-Gleason Glass Co.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Sneath Glass Co.
Weeks, Frank A., Mfg. Co.
Weis Mfg. Co.

Pin Tickets

(See Tickets, Pin)

Pins (Bank)

De Long Hook & Eye Co.
Imperial Fastener Co.
MAY, J. L., CO., INC.
Noesting Pin Ticket Co., Inc.
Oakville Co.
Prym, Wm., Inc.
Star Pin Co.
Sufrin, I. & M.
Union Pin Co.
VAIL MFG. CO.

Pins (Map)

American Map Co.
Educational Exhibition Co.
GRAFF, GEO. B., CO.
Hampden Mfg. Co., Inc.
Moore Push-Pin Co.
Rand McNally & Co.

Pins (Push)

Educational Exhibition Co.
Hampden Mfg. Co.
Moore Push-Pin Co.
Mounties, Inc.
Waterbury Tack Co., Inc.

Pins ("T")

Oakville Co., Div.
Prym, William, Inc.
VAIL MFG. CO.

Plan Files

(See Files, Blueprint, Map and Plan)

Plaques

(See Honor Rolls)

Plastic Coatings, Sprays

Abco Plastic & Supply Co.
Acme Visible Records, Inc.
Gits Molding Corp.
Krylon, Inc.
Plastic Fabricators Co.
Plasti-Kote, Inc.

TICONDEROGA

Pencil Sales Division 84-J-1, Joseph Dixon Crucible Company
Jersey City 3, New Jersey

Hazel-Vinyl gives you

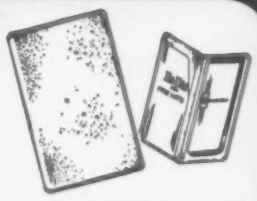
"EFFICIENCY EXPERTS" IN DURABLE VINYL

Merchandising items in Hazel-Vinyl means new profits *for you stationers*. A problem that can be solved in Vinyl can best be solved by Hazel-Vinyl. Let us help you work out *your* ideas. Send your ideas to HAZEL-VINYL PRODUCTS. We will send you a free sample, information on gold or colored embossed messages, and price lists. Let these "Efficiency Experts" help promote your firm's business and profits.

Just a few of Hazel-Vinyl Items

IMPORTANT PAPER HOLDER

A handy, attractive holder for all types of business papers. Designed in Pure Vinyl, choice of mystic self-closing or metal zipper. Available in 10" or 11" x 5", in rich brown, natural, and clear frosted. Embossed with the name of your Bank, Building and Loan, Insurance Company, or whatever firm you represent.



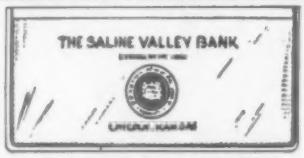
POCKET SECRETARY

Neat, compact folder with attached, replaceable memo pad, two inner pockets, and open file pocket. 4" x 7" folded. Available in rich brown, pigskin or lizagator finishes, with clear Vinyl file pocket. Exceptionally attractive. Ideal for promotional schemes.

Made to Order

PASS BOOK COVER

Made of Practical, long-wearing clear Vinyl. An open "envelope" to protect payment or pass book against wear and tear. Made any size required.



DOLLAR BILL HOLDER

Splendid new idea for convenience, this dollar bill holder keeps bills in easily accessible fashion. Pliable Vinyl, rich brown, pigskin, lizagator with one side clear or all transparent. Can be folded in half for pocket or purse. Embossed to any specifications.

PEN & PENCIL SHEATH

In clear Vinyl to place in your shirt pocket. Envelope style, divided in middle for pen and pencil. Designed to protect clothes against marks of pen and pencil. Embossed to order.

POCKET PENCIL POUCH

Another shirt pocket size, open envelope style in clear Vinyl for all your pens and pencils. Protects against marks on clothes, hardly noticeable in pocket. All clear frosted (front and back) or white back and flap with clear front.

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Platen Renewers

Ames Supply Co.
Burns Mfg. Co.
Cardinell Corp.
Clarotype Co., Inc.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Dr. Scat Chemical Co.
Duplicopy Co.
Federal Mining & Mfg. Co.
Miller, C. H., Co.
Mittag & Volger, Inc.
Regal Typewriter Co., Inc.
Sanford Ink Co.
Schwartz Chemical Co.
Shipman-Ward Mfg. Co.
Tested Products Co.

Platens (Typewriter)

(See Typewriter Platens)

Plates (Addressing Machine)

(See Stencils, Addressing Machine, Metal)

Plates (Name)

(See Name Plates)

Plates (Offset Duplicator)

(See Duplicator Supplies, Offset)

Pocket Protectors

American Kleer-Vu Plastics, Inc.
Angler's Products Co.
Art Plastics Mfg. Co.
Artmor Plastics Corp.
BLANK, ARTHUR, & CO., INC.
COOKS', INC.
Guedon Co.
HAZEL-VINYL PRODUCTS
Kingsbacher-Murphy Co.
Kirk Plastic Co.
Mayer, A. G., Inc.
MEIER, JOSHUA, CO., INC.
Plastic Fabricators Co.
Plastic Service Co.
Robert Mfg. Co.
Smith, Hurley
Stationers Specialty Corp.
Vita Specialties Co.
Weeks, Frank A., Mfg. Co.

Pocket Secretaries

Ameron Wallet & Leather Novelty Co.
Art Plastics Mfg. Co.
Artmor Plastics Corp.
Autopoint Co.
Bosca, Hugo, Co., Inc.
Buxton, Inc.
Charm Products Mfg. Corp.
Continental Mfg. Co., Inc.
Dartnell Corp.
DOPPELT, CHARLES, & CO., INC.
Enger-Kress Co.
Exline, William, Inc.
Forbes Products Corp.
HAZEL-VINYL PRODUCTS
Kirk Plastic Co.
Knickerbocker Leather & Novelty Co., Inc
Landa Leather Products Co.
Meeker Co.
MEIER, JOSHUA, CO., INC.
Nascon Products Division
Plastic Service Co.
Robert Mfg. Co.
Robinson Reminders
Rumpp, C. F., & Sons
Shank Leather Goods Co.
Springfield Leather Products Co.
Standard Leather Products, Inc.
WILSON JONES CO.
Wilson Memindex Co.
Winfield Mfg. Co.

Pocket Wallets

(See Wallets and Billfolds)

Polish and Cleaner (Floor)

Armstrong Cork Co.
BARCO CHEMICAL PRODUCTS CO.
Congoleum-Nairn, Inc.
Crescent Products Co.
Du Pont, E. I., de Nemours & Co.
Franklin Research Co.
General Cement Mfg. Co.
Huntington Laboratories, Inc.
Magnus Chemical Co., Inc.
Packwood, G. H., Mfg. Co.
Park Chemical Co.
Parkay, Inc.
Pioneer Mfg. Co.

Polish and Cleaner (Furniture)

BARCO CHEMICAL PRODUCTS CO.
Blake Industries (Cloths)
Cadie Chemical Products, Inc.
Crescent Products Co.
General Cement Mfg. Co.
General Fireproofing Co.
Huntington Laboratories, Inc.
Johnson, S. C., & Son, Inc.
Nelsonite Chemical Products, Inc.
Park Chemical Co.
Pioneer Mfg. Co.
POLAR MFG. CO.
Sanford Ink Co.
Stafford, S. S., Inc.
Star Chemical Co.

Polish and Cleaner (Leather)

General Cement Mfg. Co.
Huntington Laboratories, Inc.
Lackawanna Leather Co.
Pioneer Mfg. Co.

Polish and Cleaner (Office Machine)

Ames Supply Co.
BARCO CHEMICAL PRODUCTS CO.
General Cement Mfg. Co.
Orthwine, Rudolf, Corp.
Park Chemical Co.
Shipman-Ward Mfg. Co.

Portfolios (Artists)

American Fiber-Velope Mfg. Co.
Barkin Expanding Envelope Co., Inc.

BROWN, ARTHUR, & BRO., INC.
Craftint Mfg. Co.
Elliott, B. K., Co.
Favor, Ruhl & Co., Inc.
Grumbacher, M., Inc.
Lexington Leather Goods Co.
MEIER, JOSHUA, CO., INC.
Morilla Co., Inc.
Nobema Products Corp.
OSCO STATIONERY CO.
Serolite Corp.
Standard Brief Case Co., Inc.
STEIN BROS. MFG. CO.
Weber, F., Co.
Winfield Mfg. Co.

Portfolios (Imitation Leather)

American Fiber-Velope Mfg. Co.
Boyle Leather Goods Co., Inc.
Burkhardt Co.
CHICAGO DESK PAD CO., INC.
COOKE & COBB CO.
DOPPELT, CHARLES, & CO., INC.
Dresner, S., & Son, Inc.
Eastern Bag Mfg. Corp.
FOX, GEO. E., & CO.
Kirk Plastic Co.
Lexington Leather Goods Co.
Lifton Mfg. Co.
Northwest Leather Goods Co.
Reif, A., & Co.
Reuben Co.
Saxon Paper Corp.
Serolite Corp.
Shank Leather Goods Co.
Sheppard, C. E., Co.
Smith, S. K., Co.
Standard Brief Case Co., Inc.
STEIN BROS. MFG. CO.
Thomases & Co.
WILSON JONES CO.
Winfield Mfg. Co.

Portfolios (Leather)

Artistic Desk Pad & Novelty Co.
ASSOCIATED STATIONERS SUPPLY CO.
Benner Leather Goods Co.
Bosca, Hugo, Co., Inc.
Boyle Leather Goods Co., Inc.
Bristol Mfg. Co.
Burkhardt Co.
CHICAGO DESK PAD CO., INC.
Chicago Saddlery Co.
DOPPELT, CHARLES, & CO., INC.
Doppelt, M. A.
Dresner, S., & Son, Inc.
Eastern Bag Mfg. Corp.
FOX, GEO. E., & CO.
LEATHERCRAFT, INC.
Lexington Leather Goods Co.
Lifton Mfg. Corp.
National Brief Case Mfg. Co.
Northwest Leather Goods Co.
Reif, A., & Co.
Reuben Co.
Schell Leather Goods Co., Inc.
Shank Leather Goods Co.
Sheppard, C. E., Co.
Standard Brief Case Co., Inc.
STEIN BROS. MFG. CO.
Thomases & Co.
WILSON JONES CO.
Winfield Mfg. Co.

Portfolios (Paper)

AMBERG FILE & INDEX CO.
American Fiber-Velope Mfg. Co.
Ames Safety Envelope Co.
Barkin Expanding Envelope Co., Inc.
COOKE & COBB CO.
Daco Card & Index Co.
Diemer, John F., Co.
Eastern Bag Mfg. Corp.
FOX, GEO. E., & CO.
Josephson Mfg. Corp.
National Fiberstok Envelope Co.
QUALITY PARK ENVELOPE CO.
Saxon Paper Corp.
SMEAD MFG. CO., INC.
Universal Paper Goods Co.
WILSON JONES CO.
Winfield Mfg. Co.

Post Card Racks

(See Racks, Post Card)

Postage Metering Machines

Commercial Controls Corp.
National Cash Register Co.
Pitney-Bowes, Inc.

Postage Stamp Affixers

(See Stamp Affixers)

Postage Stamp Boxes

(See Boxes, Postage Stamp)

Postal Scales

(See Scales, Postal)

Posting Trays and Stands

(See Trays, Posting)

Posture Chairs

(See Chairs, Posture)

Posts and Screws (Binding)

(See Loose Leaf Metals)

Pressboard

American Fiber-Velope Mfg. Co.
Barkin Expanding Envelope Co., Inc.
Bird & Son, Inc.
Case Bros., Inc.
Case & Risley Press Paper Co.
Champion Paper & Fibre Co.
COOKE & COBB CO.
Daco Card & Index Co.
Dunleavy Co.
Hano Paper Co., Inc.
Lewis, J. P., Co.
Northeast Mills Paper Co.
Saxon Paper Corp.
Spaulding Fibre Co., Inc.

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Pressboard Folders

(See Filing Folders, Pressboard)

Price Books

(See Books, Price)

Price Card Holders

(See Holders, Price Card)

Price Cards, Tags, Tickets

(See Tags, Merchandise, Price)

Price Marking Machines

American Numbering Machine Co.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
DENNISON MFG. CO.
Embosograf Corp. of America
Kimball, A., Co.
Monarch Marking System Co.
Roberts Numbering Machine Co.
Soabar Co.

Price Marking Outfits

(See Printing Outfits, Rubber Type)

Price Marking Stamps (Porous Rubber)

AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Duke, Ronald K., Co.
Melind, Louis, Co.
National Cash Register Co.

Printing Outfits (Rubber Type)

AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co.
Duke, Ronald K., Co.
Force Western, Inc.
FULTON MARKING EQUIPMENT CO
Gibson, A. C., Co., Inc.
Hellesoe, Hans H.
Krengel Mfg. Co., Inc.
Matthews, James H., & Co.,
Melind, Louis, Co.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.

Printing Wheels

AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co.
Dri-Flo Mfg. Co.
Matthews, James H., & Co.
Roberts Numbering Machine Co.
Stafford Mfg. Co., Inc.
Stenhouse, A., & Co.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.

Production Control Boards

ACME BULLETIN & DIRECTORY BOARD CORP.
Clark, R. W., Mfg. Co.
DAVENPORT, A. C., & SON, INC.
Educational Exhibition Co.
Graphic Systems
Lansdale Products Corp.
Maggie Magnetic, Inc.
Remington Rand Inc.
Tablet & Ticket Co.
VICTOR SAFE & EQUIPMENT
Wassell Organization, Inc.

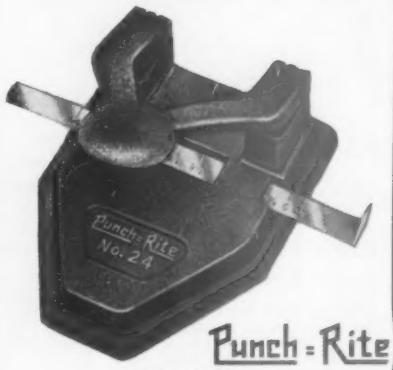
Profit Calculators

(See Calculating Devices, Profit)

Program Clocks

(See Clocks, Program)

You sell MORE when you sell the BEST!

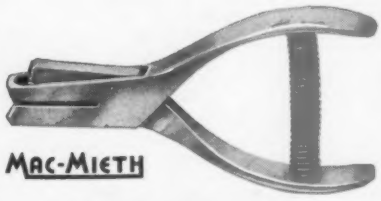


Punch-Rite

TWO HOLE

LOOSE LEAF PUNCH

1/4" Holes—2 3/4 C to C



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HAND PUNCHES

Round Holes • Assorted Designs

Letters and Figures • All Sizes

1/8" 3/16" 1/4" ROUND HOLES

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A complete selection of styles and punching symbols to meet your customers most exacting demands.

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PORT ORANGE, FLORIDA

Promotional Material (Dealer)

Cabot's Promotional Aids, Inc.

Prong Binders

(See Binders, Prong, Visible)

Protectors (Pencil Point)

(See Pencil Point Protectors)

Protectors (Pocket)

(See Pocket Protectors)

Protectors (Sheet)

(See Sheet Protectors)

Protectors (Sleeve)

(See Sleeve Protectors)

Protractors

Acme Fastener Co.
ALVIN & CO.
BROWN, ARTHUR, & BRO., INC.
Bruning, Chas., Co., Inc.
C-Thru Ruler Co.
Cardinell Corp.
Compass Instrument & Optical Co.
Dietzgen, Eugene, Co.
DIXON, JOSEPH, CRUCIBLE CO.
Elliott, B. K., Co.
Guedon Co.
IDL MFG. & SALES CORP.
Keuffel & Esser Co.
MAYLINE CO., INC.
Nobema Products Corp.
Northeastern Plastics, Inc.
OFFICE ACCESSORIES CORP.
Parva Products Co.
Post, Frederick, Co.
Starrett, L. S., Co.
Turner Devices, Inc.
Weber, F., Co.

Punched Card Machines

International Business Machines Corp.
Remington Rand Inc.
Samas Punched Card Div.

Punches (Adjustable Head)

BAINBRIDGE, KIMPTON & HAUPT, INC.
BOORUM & PEASE CO.
Challenge Machinery Co.
Duvinage Corp.
Handi-Blott Co.
Master-Craft Corp.
Master Products Mfg. Co.
METAL SPECIALTIES MFG. CO.
Mutual Stationers Supply Corp.
NEW ENGLAND PAPER PUNCH CO.
Punch-All Co., Inc.
Southworth Machine Co.
WILSON JONES CO.

Punches (Eyelet)

Bates Mfg. Co.
Bonney-Vehslage Tool Co.
Eyelet Tool Co.
Sargent & Co.
Sibley, Edward L., Mfg. Co., Inc.
Stimpson, Edwin B., Co.
WILSON JONES CO.

Punches (Fixed-Head)

ACCO PRODUCTS, INC.
Acme Fastener Co.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Bates Mfg. Co.
BOORUM & PEASE CO.
Buchan Loose Leaf Records Co.
DIEBOLD, INC.
Duvinage Corp.
GENERAL BINDING CORP. (FOR BINDING)
Handi-Blott Co.
IDL MFG. & SALES CORP.
Imperial Fastener Co.
LASSCO PRODUCTS, INC.
MAC-MIETH CO., INC.
Master Products Mfg. Co.

CLIX

PAPER PUNCH

NOW! Finished in handsome silver-gray hammertone with contrasting bright red base. Punches all 3 holes for 3-ring binder sheets at a single squeeze. No gauges to set, no places to mark. Just insert sheets and squeeze! Weighs less than 16 ounces; fits brief case or desk drawer. Retails at low price of $3.75.

Order from your Wholesaler

MODEL 3 (Illustrated) . . . Punches 3 holes 1/4" dia., spaced 4 1/4" on centers, 1/4" from back binding edge—standard spacing for 11" x 8 1/2" sheets.

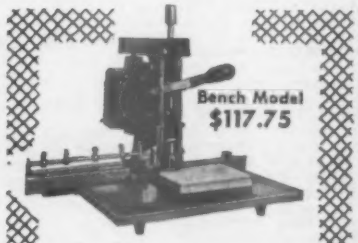
Clix PAPER PUNCH

NEW ENGLAND PAPER PUNCH CO.

NATICK, MASSACHUSETTS

Western Rep.—HARRY HENKEL ASSOC.
Western Mdse. Mart, 1355 Market St., San Francisco

CORNER-ROUNDERS & "SPINNIT" PAPER DRILLS



Round-hole, slit and slot thru 1" lifts per stroke. Round-corner thru 1/2" lifts. Practical production facility for the printing department with recurrent needs.

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TELEPHONE COMPANIES USE

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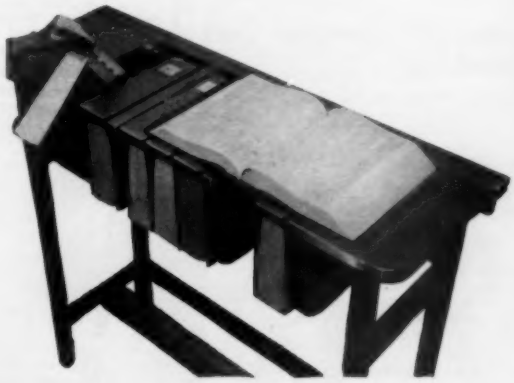
REG. U. S. PAT. OFF.



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The Same Equipment—
From the Same Factory

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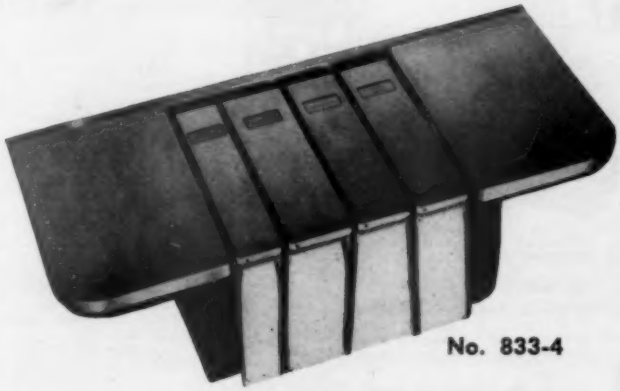
POST TYPE INSERTS available as supplementary equipment permit handling of loose leaf material.

No. 833-7



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WRITE FOR CATALOGUE

PRESSED & WELDED STEEL PRODUCTS CO., Inc.

38-61 11th STREET • LONG ISLAND CITY 1 • NEW YORK

Punches (Fixed-Head)

(Continued from page 234)

METAL SPECIALTIES MFG. CO.
Mutual Stationers Supply Corp.
National Blank Book Co.
NEW ENGLAND PAPER PUNCH CO.
Punch-All Co., Inc.
Sheppard, C. E., Co.
Southworth Machine Co.
Spencerian Pen Co., Inc.
Stationers Loose Leaf Co.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Punches (For Marginal Card Punching)

Boeckeler Instrument Co.
E-Z Sort Systems, Ltd.
Hadley, Charles R., Co.
McBee Co.
Superior Business Machines, Inc.

Punches and Drills (Machine)

Challenge Machinery Co.
Eyelet Tool Co.
LASSCO PRODUCTS, INC.
Pioneer-Toledo Corp.
Remington Rand Inc.
Southworth Machine Co.

Punches (Reinforcing)

Abco Plastic & Supply Co.
AIGNER INDEX CO.

Punches (Ticket)

Acromark Co.
Barrett, William L., Co.
Bonney-Vehslage Tool Co.
Gibson, A. C., Co., Inc.
Hoggson & Pettis Mfg. Co.
IDL MFG. & SALES CORP.
Joslin, A. D., Mfg. Co.
MAC-MIETH CO., INC.
MARKWELL MFG. CO., INC.
Matthews, James H., & Co.
Meyers, Fred L., Mfg. Co.
Meyer & Wenthe, Inc.
NEW ENGLAND PAPER PUNCH CO.
Sargent & Co.
Spencer, S. M., Mfg. Co.
WILSON JONES CO.

Punches (Visible Record)

BOORUM & PEASE CO.
Master Products Mfg. Co.
Punch-All Co., Inc.
Sheppard, C. E., Co.
Southworth Machine Co.
Stationers Loose Leaf Co.
WILSON JONES CO.

Quadrille Pads

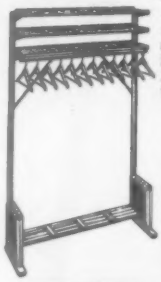
(See Pads, Quadrille)

Racks (Book)

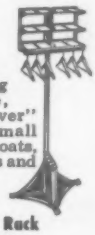
Artistic Desk Pad & Novelty Co.
BERGER MFG. DIVISION
Clark, R. K., Co., Inc.
Dash Metal Products Co.
Duplex Book Stand Co. (Self-leveling)
Equipto Div., Aurora Equipment Co.
Franklin Table Co.
Gaylord Bros., Inc.
General Fireproofing Co.
Hearthside Industries
Hoffman, L.
HOOSIER DESK CO.
Interior Steel Equipment Co.
Jayem Sales Corp.
Kelley-Mennes Mfg. Co. (Lecturns)
Lennox Metal Mfg. Co., Inc.
LIT-NING PRODUCTS CO.
Lynch-Jamentz Co.
LYON METAL PRODUCTS, INC.
MAYER MFG. CO.
MODERN STEELCRAFT, INC.
Murphy, P. S., & Co., Inc.
Northfield Specialties Co. (Study Boards)
PRESSED & WELDED STEEL PRODUCTS CO. (TELEPHONE)
QUIGLEY FURNITURE CO.
Remington Rand Inc.
Replogle Globes, Inc.
Richards Morgenthau & Co.
SENGBUSCH SELF-CLOSING INKSTAND CO.

The OFFICE VALET

Today VALET Wardrobe Units are specified by leading architects and furnishers as standard equipment for offices, factories, churches, schools, restaurants, hotels, clubs —for all places where people gather. They save floor space and hold wraps in an efficient and orderly manner—aired, dry and "in press" VALET units are scientifically designed and engineered, they have strength beyond need—never sag, creak or wobble. They are beautifully finished. They are widely and continuously advertised and are sold thru dealers.

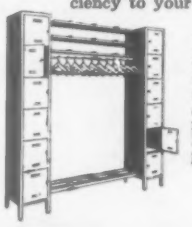


No. 3-U Office Valet Rack
Accommodates 3 people per sq. ft. or 6 per running foot in double back-to-back units. Any length 3'-2" and up by the foot.



No. S-6 Office Valet Costumer
. . . is replacing the old style, "pile-on, tip-over" costumers in small offices—holds 6 coats, 6 hats, umbrellas and overshoes.

No. 342 Valet Wall Rack
Mounts on wall — lengths 2'-2" and up by the foot—3 coats and hats per running foot. Give checkroom efficiency to your wardrobe space.



No. 6-12 Lockerette
Combines best features of both lockers and racks. Keeps wraps aired, dry, in press. 12" x 12" x 15" lock boxes keep personal effects private.

Checkerette®

Checkerette wardrobe units have in addition to great capacity, strength, portability, and the fold-away feature. They can be set up anywhere in a minute without tools, or taken down and stored away when not in use.

No. S-4-CT Checkerette
Can be assembled with hanger shelf at top. Normal or low. Holds 24 hats and coats on hangers (or 32 on hooks) in 4 ft.

No. D4-CT Checkerette
More capacity than any other 4 ft. rack (up to 64). Fold-away, adjustable shelves, caster base, etc.

No. W-4-CT Wall Rack
Two, three and four foot lengths—can be interlocked. Hanger bars take coat hangers or hooks.

No. H-4-CT
Holds 50 hats in 4 ft. (Also 3 ft. unit). On caster base, popular as portable stationery, display, or vault rack.

No. 4 Umbrella Stand
Units to hold 24 or 16 umbrellas.

No. 98 Stormrack
Holds 8 umbrellas, 9 pr. overshoes.

Write for Catalog Sheets and Folio of Dealer Helps 301

VOGEL-PETERSON CO.
1127 W. 37th ST. • CHICAGO 9, ILL.

STATIONERS MFG. CO.
STEMPEL MFG. CO.
VICTOR SAFE & EQUIPMENT
Virginia Metal Products, Inc.

Racks (Cashier's Pad)

ABBOTT COIN COUNTER CO.
Currier Mfg. Co.
LIT-NING PRODUCTS CO.
NU-CRAFT PRODUCTS CO.
Strayer Coin Bag Co.

Racks (Catalog)

(See Binders, Catalog, Counter Rack)

Racks (Coin, Storage)

ABBOTT COIN COUNTER CO.
Currier Mfg. Co.
Dash Metal Products Co.
DOWNEY, C. L., CO.
Lonson Mfg. Co.
Nationwide Office Supply Co.
NU-CRAFT PRODUCTS CO.
Strayer Coin Bag Co.
Tabet Mfg. Co., Inc.
Tauck, Arthur C., & Co.

Racks (Currency)

ABBOTT COIN COUNTER CO.
DOWNEY, C. L., CO.
NU-CRAFT PRODUCTS CO.
Strayer Coin Bag Co.

Racks (Display)

(See Fixtures, Store, Display Racks and Stands)

Racks (Gathering)

All Purpose Metal Equipment Corp.
Clark, R. K., Co., Inc.
DOLIN METAL PRODUCTS, INC.
EVANS SPECIALTY CO.
Mendes, J. Curry, Corp.
Thomas Collators, Inc.
Wabash Metal Products Co.

Racks (Greeting Card)

Camporese Cabinet Co.
Davis Metal Fixture Co.
MODERN STEELCRAFT, INC.
Reflector-Hardware Corp.
Riebel, Fred, & Co.
Sarvis Mfg. Co.
Wood Displays Mfg. Co.

Racks (Hat and Coat, Metal)

American Fixture & Mfg. Co.
Appliance Products Co.
ARD MFG. CO., INC.
Associate Products Co.
Berkeley Industries
Biltwell Products Co.
BORROUGHS MFG. CO.
Combined Industries, Inc.
Crawford Metal Craftsmen, Inc. (Wall)
Frantz Industries
Glaro Machine Products Co., Inc.
Globe-Wernicke Co.
H-O-N Co., The
Hecht Fixture Co.
Ken-Ro-Bil Corp.
LYON METAL PRODUCTS, INC.
PRECISION MFG. CO.
Sherman-Manson Div.
Tubecrafters Sales Division
VALCO CO.
VOGEL-PETERSON CO.
Waco Products, Inc. (Wall)

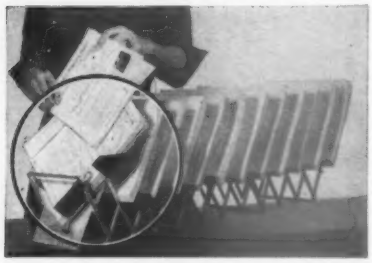
Racks (Hat and Coat, Wood)

American Fixture & Mfg. Co.
ARD MFG. CO., INC.
Doten-Dunton Desk Co.
Excellent Cabinet Works Co.
Milwaukee Chair Co.
QUIGLEY FURNITURE CO.
Sherness Co. (Wall)
STATIONERS MFG. CO.
Wells Furniture Mfg. Co.

VALCO COMPANY • 1311 ANN AVE. • ST. LOUIS 4, MO.

STOCK THIS ITEM

for COLLATING



Evans **GATHERING RACK**
with SPEEDY JOGGER

- 3,500 sheets an hour easily gathered by one worker, maintaining pace without fatigue.
- GUARANTEED to give *quicker* and *more accurate* results than any other collating aid on the market.
- In vertical or horizontal styles, with 6, 12 or 18 sections. Each section holds 500 sheets at inclined angle. Non-skid in use, racks collapse for setting aside. All aluminum.
- JOGGER, also aluminum, fits on end of any TU (horizontal) rack. Gathered sets are dropped criss-cross into Jogger. As hand lifts forward to resume gathering, handle is tapped—and sets jog neatly for removal.

SHOWN: 12-section TU Rack with Jogger. Rack is $16.50—Jogger $10.00. (7 other Racks retailing from $10.00 to $25.00.)

EVANS SPECIALTY CO., INC.
404-A N. Munford St., Richmond 20, Va.
Also Makers of Evans WALL RACKS *and Finger Tip* DESK FILES

BIG DEALER PROFIT

Racks (Letter)

Automatic File & Index Co.
Currier Mfg. Co.
Davey Products Co., Inc.
HASKELL, INC.
Jayem Sales Corp.
LIT-NING PRODUCTS CO.
MODERN STEELCRAFT, INC.
Standard Industrial Products Co.

Racks (Luggage)

American Fixture & Mfg. Co.
ARD MFG. CO., INC.
Glaro Machine Products Co., Inc.
U.S. Chaircraft Mfg. Corp.
Waco Products, Inc.

Racks (Magazine, Metal)

Associate Products Co.
Davis Metal Fixture Co.
Demco Library Supplies
Fluorescent Lighting Laboratories, Inc.
Halverson Specialty Sales
Ken-Ro-Bil Corp.
LIT-NING PRODUCTS CO.
MAYER MFG. CO.
MODERN STEELCRAFT, INC.
Remington Rand Inc.
Richards Morgenthau & Co.
SMO-KING PRODUCTS, INC.

Racks (Magazine, Wood)

ARD MFG. CO., INC.
Excellent Cabinet Works Co.
Ferguson Bros. Mfg. Co.
Gaylord Bros.
Great Lakes Store & Office Fixture Co.
Myrtle Desk Co.
QUIGLEY FURNITURE CO.
Remington Rand Inc.
ROWLES, E. W. A., CO.
Seaburg Mfg. Co.
Sjostrom, John E., Co.

Racks (Mail Bag)

(See Holders, Mail Bag)

Racks (Mail Sorting)

All Purpose Metal Equipment Corp.
Angle Steel, Inc.
Bernard Franklin Co., Inc.
Commercial Controls Corp.
DOLIN METAL PRODUCTS, INC.
Equipto Div.
HASKELL, INC.
Interior Steel Equipment Co.
LYON METAL PRODUCTS, INC.
MAYER MFG. CO.
STAR STEEL EQUIPMENT CO., INC.
Supreme Steel Products, Inc.

Racks (Newspaper)

Barrett Bindery Co.
Demco Library Supplies
Gaylord Bros., Inc.
Remington Rand Inc.
Sjostrom, John E., Co.

Racks (Pen and Pencil)

BAINBRIDGE, KIMPTON & HAUPT, INC.
Beaumont Co.
MAYFAIR CO.
Redigraph, Inc.
Rogers, W. T., Co.
Rowley's Office Equipment Co.
Victory Mfg. Co.
Weeks, Frank A., Mfg. Co.

Racks (Post Card)

Acme Publishing Co.
Davis Metal Fixture Co.
MAYER MFG. CO.
MODERN STEELCRAFT, INC.

Racks (Reading)

LIT-NING PRODUCTS CO.
Lynch-Jamentz Co.
MAYER MFG. CO.
Northfield Specialties Co.
Replogle Globes, Inc.

STOCK THIS ITEM

Evans Finger Tip
DESK FILE

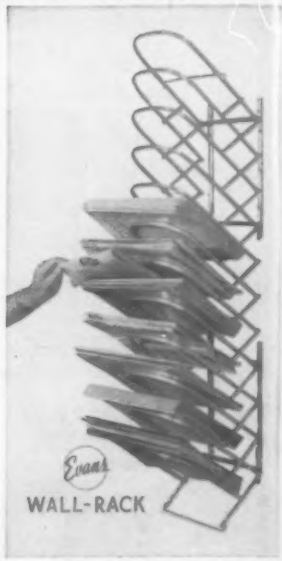
- The perfect Desk File. ADJUSTABLE DIVIDERS rest in corrugated strip in channel on each side, spaced as user wishes. Up to 15 Dividers can be used. LUCITE LABEL HOLDER on each Divider. ALL ALUMINUM, acid treated to prevent smutting; permanent satin finish. RUBBER CORNER CUSHIONS prevent marring of desk, and hold file steady. For Papers, Ledgers, Catalogs, Reference Books, etc. Size 9" x 13" x 9½" high.

Retails at $4.75
including 8 Dividers
(extra Dividers 25c each)

EVANS SPECIALTY CO., INC.
404-A N. Munford St., Richmond 20, Va.
Makers of famous Evans GATHERING RACKS *and Hanging* WALL RACKS

BIG DEALER PROFIT

STOCK THIS ITEM



It's New

- This ingenious rack enables mail to be sorted and distributed faster. Hangs on otherwise unused wall space in the Mailing Room. Identification labels can be put on bows. All aluminum. Fastens securely to wall. Light weight, yet durable, holds over 40 lbs. Comes complete with double hanging frame and drive nails.

6-section $11.00 — 12-section $18.50

EVANS SPECIALTY CO., INC.
404-A N. Munford St., Richmond 20, Va.
Also Evans GATHERING RACKS

BIG DEALER PROFIT

Racks (Rubber Stamp, Castor Type)

AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Duke, Ronald K., Co.
FULTON MARKING EQUIPMENT CO.
Gibson, A. C., Co., Inc.
Krengel Mfg. Co., Inc.
Matthews, James H., & Co.
Meyer & Wenthe, Inc.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
Stenhouse, A., & Co.
Superior Marking Equipment Co.

Racks (Rubber Stamp, Strip Type)

AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Duke, Ronald K., Co.
FULTON MARKING EQUIPMENT CO.
Gibson, A. C., Co., Inc.
Krengel Mfg. Co., Inc.
Matthews, James H., & Co.
MAYER MFG. CO.
Melind, Louis, Co.
Morris, Bert M., Co.
Stafford Mfg. Co., Inc.
Stenhouse, A., & Co.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.

Racks (Stationery, Desk Drawer)

ART STEEL SALES CORP.
Bandes, Julius, & Co., Inc.
BERGER MFG. DIVISION
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Currier Mfg. Co.
Decatur Industries, Inc.
Globe-Wernicke Co.
GOODFREND METAL PRODUCTS CO.
HASKELL, INC.
Hoffman, L.
INVINCIBLE METAL FURNITURE CO.
Jayem Sales Corp.
LIT-NING PRODUCTS CO.

Maso Steel Products
MAYFAIR CO.
MODERN STEELCRAFT, INC.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
STEMPEL MFG. CO.
TOP FLIGHT PRODUCTS CO., INC.
Yawman and Erbe Mfg. Co.

Racks (Stationery, Desk Top)

All Purpose Metal Equipment Corp.
ART STEEL SALES CORP.
Currier Mfg. Co.
DOLIN METAL PRODUCTS, INC.
GOODFREND METAL PRODUCTS CO.
Hall, Gordon L., Co.
Halverson Specialty Sales
HASKELL, INC.
Jayem Sales Corp.
LIT-NING PRODUCTS CO.
MAYFAIR CO.
MODERN STEELCRAFT, INC.
Murphy, P. S., & Co., Inc.
NU-CRAFT PRODUCTS CO.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Star Office Accessories Co.
Sta-Tray Co.
TOP FLIGHT PRODUCTS CO., INC.

Racks (Time Card)

Acme Publishing Co.
Ajax Time Stamp Co., Inc.
Angle Steel, Inc.
Cincinnati Time Recorder Co.
E-Z Sort Systems, Ltd.
Follett Time Recording Co.
Interior Steel Equipment Co.
International Business Machines Corp.
Lathem Time Recorder Co.
LIT-NING PRODUCTS CO.
Simplex Time Recorder Co.
Stromberg Time Corp.
Time, Date and Number, Inc.

Racks (Umbrella)

See Stands, Umbrella)

Radiator Cabinets

(See Covers, Radiator)

Railings (Office)

(See Partitions, Office)

Raised Lettering Kits (Hand)

SURPRISE SPECIALTIES

Razor Knives

(See Knives, Razor)

Reading Glasses

(See Glasses, Reading and Magnifying)

Reading Racks

(See Racks, Reading)

Rebuilt Typewriters

(See Typewriters, Rebuilt)

Receipting, Cutting Machines

All-Mark Stamp & Sales Co.
American Bank Equipment Co.
American Perforator Co.
Burroughs Corp.
Cummins-Chicago Corp.
Gibson, A. C., Co., Inc.
Matthews, James H., & Co.
Simplex Time Recorder Co.

Receipts

(See Forms, Drafts, Notes, Receipts, etc.)

Reception Room Furniture

(See Furniture, Reception Room)

Record Books

(See Books, Record)

Recorders (Telephone)

(See Telephone Recorders)

Recorders (Time)

(See Time Recorders)

Recording Machines

(See Dictating Machines)

Registers (Autographic)

(See Autographic Registers)

Registers (Cash)

(See Cash Registers)

Registers (Hotel, Tourist Court)

BLACKBOURN SYSTEMS, INC.
BOORUM & PEASE CO.
Consolidated Business Systems, Inc.
STANDARD DIARY CO.
Vernon, S. E. & M., Inc.
WILSON JONES CO.

YOU HAVE BEEN WAITING FOR THIS

Retails $1.00 per set

A tremendous market awaits you with a fine profit. No machinery required. Now anyone can produce beautiful, personalized greetings cards, letter heads, business cards, announcements etc. at very little cost.

You may also put beauty in your rubber stamping by using RITE-N-RAISE sets with your rubber stamps.

A big all-year-round seller—just put the attractive display box on your counter and watch RITE-N-RAISE sell itself. Sold by the leading stationers and art supply dealers in the country. Order Now. Include your Store among the Leaders.

Send for Literature and Price List

Surprise SPECIALTIES

210 FIFTH AVE., NEW YORK 10, N. Y.

Registers (In and Out)

(See In and Out Boards)

Reinforcements (Gummed Cloth)

(See Gummed Cloth Eyelets, Patches)

Repair Kits (Fountain Pen)

Parker Pen Co.
Pencraft, Inc.
Sheaffer, W. A., Pen Co.
Welty Pen & Repair Co.

Repair Kits (Furniture)

(See Furniture Repair Kits)

Repair Kits and Tools (Typewriter)

Ames Supply Co.
Kennedy Mfg. Co.
Marion Electrical Instrument Co.
Regal Typewriter Co., Inc.
Shipman-Ward Mfg. Co.

Report Covers, Folders

(See Covers, Brief)

Reporters' Note Books

(See Note Books, Reporters')

Ribbons (Adding and Calculating Machine)

Addo Machine Co., Inc.
Aetna Products Co.
Allied Carbon & Ribbon Mfg. Corp.
American Manifold Products Corp.
American Ribbon & Carbon Co., Inc
Ames Supply Co.
Buckeye Ribbon & Carbon Co.
Burroughs Corp.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Curtis-Young Corp.
Franklin Ribbon & Carbon Co.
Hynes Mfg. Co.
International Carbon & Ribbon Co., Inc.
Kores Carbon Paper & Ribbons Mfg. Corp.
Leedall Products Mfg. Co.
Little, A. P., Inc.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Nelson-Eismann Co.
Old Dutch Line
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Queen Ribbon & Carbon Co., Inc.
Regal Typewriter Co., Inc.
Rochester Ribbon & Carbon Co., Inc.
SHALLCROSS CO.
Shipman-Ward Mfg. Co.
Smith-Corona Inc.
Snelling & Son
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
UNDERWOOD CORP.
Union Ribbon & Carbon Co.
WEBSTER, F. S., CO.
Write, Inc.

Ribbons (Addressing Machine)

Addressing Machine & Equipment Co.
Addressograph-Multigraph Corp.
Aetna Products Co.
Allied Carbon & Ribbon Mfg. Corp.
American Manifold Products Corp.
American Ribbon & Carbon Co., Inc.
Ames Supply Co.
Buckeye Ribbon & Carbon Co.
Burroughs Corp.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.

Ribbons (Addressing Machine)

(Continued from page 239)

Copy Papers Sales & Service Agency, Inc.
Curtis-Young Corp.
Franklin Ribbon & Carbon Co.
Hynes Mfg. Co.
International Carbon & Ribbon Co., Inc.
Kores Carbon Paper & Ribbons Mfg. Corp.
Leedall Products Mfg. Co.
Little, A. P., Inc.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Nelson-Eismann Co.
Old Dutch Line
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Queen Ribbon & Carbon Co., Inc.
Regal Typewriter Co., Inc.
Rex-Rotary Distributing Corp.
SHALLCROSS CO.
Shipman-Ward Mfg. Co.
Snelling & Son
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
UNDERWOOD CORP.
WEBSTER, F. S., CO.
Write, Inc.

Ribbons (Billing Machine)

Aetna Products Co.
Allied Carbon & Ribbon Mfg. Corp.
American Manifold Products Corp.
American Ribbon & Carbon Co., Inc.
Ames Supply Co.
Buckeye Ribbon & Carbon Co.
Burroughs Corp.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Curtis-Young Corp.
Franklin Ribbon & Carbon Co.
Hynes Mfg. Co.
International Carbon & Ribbon Co., Inc.
Kores Carbon Paper & Ribbons Mfg. Corp.
Leedall Products Mfg. Co.
Little, A. P., Inc.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Nelson-Eismann Co.
Old Dutch Line
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Queen Ribbon & Carbon Co., Inc.
Regal Typewriter Co., Inc.
SHALLCROSS CO.
Shipman-Ward Mfg. Co.
Snelling & Son
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
UNDERWOOD CORP.
WEBSTER, F. S., CO.
Write, Inc.

Ribbons (Bookkeeping Machine)

Addo Machine Co., Inc.
Aetna Products Co.
Allied Carbon & Ribbon Mfg. Corp.
American Manifold Products Corp.
American Ribbon & Carbon Co., Inc.
Ames Supply Co.
Buckeye Ribbon & Carbon Co.
Burroughs Corp.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Curtis-Young Corp.
Franklin Ribbon & Carbon Co.
Hynes Mfg. Co.
International Carbon & Ribbon Co., Inc.
Kores Carbon Paper & Ribbons Mfg. Corp.
Leedall Products Mfg. Co.
Little, A. P., Inc.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
National Cash Register Co.
Nelson-Eismann Co.
Old Dutch Line
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Queen Ribbon & Carbon Co., Inc.
Regal Typewriter Co., Inc.
SHALLCROSS CO.
Shipman-Ward Mfg. Co.
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
UNDERWOOD CORP.
WEBSTER, F. S., CO.
Write, Inc.

Ribbons (Carbon Paper)

(See Ribbons, Typewriter, Carbon Paper)

Ribbons (Cash Register)

Allied Carbon & Ribbon Mfg. Corp.
American Ribbon & Carbon Co., Inc.
Ames Supply Co.
Burroughs Corp.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Curtis-Young Corp.
Franklin Ribbon & Carbon Co.
Hynes Mfg. Co.
International Carbon & Ribbon Co., Inc.
International Cash Register & Parts Co.
Leedall Products Mfg. Co.
Little, A. P., Inc.
Mittag & Volger, Inc.
National Cash Register Co.
Old Dutch Line
Pacific Carbon & Ribbon Mfg. Co.
Phillips Ribbon & Carbon Co., Inc.
Queen Ribbon & Carbon Co., Inc.
Regal Typewriter Co., Inc.
Stenno Ribbon & Carbon Mfg. Co.
Write, Inc.

Ribbons (Checkwriter)

Aetna Products Co.
Allied Carbon & Ribbon Mfg. Corp.
Burroughs Corp.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Curtis-Young Corp.
Franklin Ribbon & Carbon Co.
Hynes Mfg. Co.
International Carbon & Ribbon Co., Inc.
Leedall Products Mfg. Co.
Mittag & Volger, Inc.
Nelson-Eismann Co.
Old Dutch Line
Phillips Ribbon & Carbon Co., Inc.
Queen Ribbon & Carbon Co., Inc.
Regal Typewriter Co., Inc.
Shipman-Ward Mfg. Co.
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
Write, Inc.

Ribbons (Gift Tying)

American Greetings Corp.
DENNISON MFG. CO.
Rytex Co.
Treasure Masters Corp.

Ribbons (Hectograph)

(See Ribbons, Typewriter, Hectograph)

Ribbons (Multigraph)

Addressograph-Multigraph Corp.
Aetna Products Co.
Allied Carbon & Ribbon Mfg. Corp.
American Manifold Products
Buckeye Ribbon & Carbon Co.
Burroughs Corp.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Curtis-Young Corp.
Franklin Ribbon & Carbon Co.
Hynes Mfg. Co.
International Carbon & Ribbon Co., Inc.
Leedall Products Mfg. Co.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Old Dutch Line
Pacific Carbon & Ribbon Mfg. Co.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Queen Ribbon & Carbon Co., Inc.
SHALLCROSS CO.
Storms, H. M., Co.
UNDERWOOD CORP.
WEBSTER, F. S., CO.
Write, Inc.

Ribbons (Multilith)

Addressograph-Multigraph Corp.
Aetna Products Co.
Allied Carbon & Ribbon Mfg. Corp.
American Manifold Products Corp.
Buckeye Ribbon & Carbon Co.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Curtis-Young Corp.
Franklin Ribbon & Carbon Co.
Hynes Mfg. Co.
International Carbon & Ribbon Co., Inc.
Kores Carbon Paper & Ribbons Mfg. Corp.
Leedall Products Mfg. Co.
Little, A. P., Inc.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Nelson-Eismann Co.
Old Dutch Line
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Queen Ribbon & Carbon Co., Inc.
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
UNDERWOOD CORP.
WEBSTER, F. S., CO.
Write, Inc.

Ribbons (Tabulating Machine)

Aetna Products Co.
Allied Carbon & Ribbon Mfg. Corp.
American Manifold Products Corp.
American Ribbon & Carbon Co., Inc.
Buckeye Ribbon & Carbon Co.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Curtis-Young Corp.
Franklin Ribbon & Carbon Co.
Hynes Mfg. Co.
International Business Machine Corp.
International Carbon & Ribbon Co., Inc.
Kores Carbon Paper & Ribbons Mfg. Corp.
Leedall Products Mfg. Co.
Little, A. P., Inc.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Nelson-Eismann Co.
Old Dutch Line
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Queen Ribbon & Carbon Co., Inc.
Samas Punched Card Div.
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
UNDERWOOD CORP.
WEBSTER, F. S., CO.
Write, Inc.

Ribbons (Time Clock, Recorder)

Acme Publishing Co.
Aetna Products Co.
Allied Carbon & Ribbon Mfg. Corp.
American Manifold Products Corp.
American Ribbon & Carbon Co., Inc.
Buckeye Ribbon & Carbon Co.
Cincinnati Time Recorder Co.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Curtis-Young Corp.
Follett Time Recording Co.
Franklin Ribbon & Carbon Co.
International Business Machines Corp.
International Carbon & Ribbon Co., Inc.
Leedall Products Mfg. Co.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Old Dutch Line
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Queen Ribbon & Carbon Co., Inc.
Snelling & Son
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
Stromberg Time Corp.
UNDERWOOD CORP.
WEBSTER, F. S., CO.
Write, Inc.

Ribbons (Time Stamp)

Aetna Products Co.
Allied Carbon & Ribbon Mfg. Corp.
American Manifold Products Corp.
American Ribbon & Carbon Co., Inc.
Buckeye Ribbon & Carbon Co.
Cincinnati Time Recorder Co.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.

Curtis-Young Corp.
Follett Time Recording Co.
Franklin Ribbon & Carbon Co.
International Business Machines Corp.
International Carbon & Ribbon Co., Inc.
Leedall Products Mfg. Co.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Old Dutch Line
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Queen Ribbon & Carbon Co., Inc.
Snelling & Son
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
Stromberg Time Corp.
UNDERWOOD CORP.
WEBSTER, F. S., CO.
Write, Inc.

Ribbons (Typewriter)

Aetna Products Co.
Allen & Co.
Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Corp.
American Carbon Paper Mfg. Co.
American Manifold Products Corp.
American Ribbon & Carbon Co., Inc.
American Stencil Mfg. Co.
Ames Supply Co.
Baco Ribbon & Supply Co.
Buckeye Ribbon & Carbon Co.
Burroughs Corp.
Carter's Ink Co.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
CONSOLIDATED RIBBON & CARBON CO.
Continental Ribbon & Carbon Co.
Copy Papers Sales & Service Agency, Inc.
Curtis-Young Corp.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co.
Frye Mfg. Co.
Heale, J. A., & Co., Inc.
Hynes Mfg. Co.
International Business Machines Corp.
International Carbon & Ribbon Co., Inc.
Kee Lox Mfg. Co., Inc.
Key Ribbon & Carbon Co.
Kodye, Inc.
Kores Carbon Paper & Ribbons Mfg. Corp.
Kraus Ribbon & Carbon Co.
Leedall Products Mfg. Co.
Little, A. P., Inc.
Lumirol Corp. (Plastic)
Manifold Supplies Co.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Neidich Process Div.
Nelson-Eismann Co.
Old Dutch Line
Old Town Corporation
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Queen Ribbon & Carbon Co.
Quest Mfg. Co.
Regal Typewriter Co., Inc.
Remington Rand Inc.
Rochester Ribbon & Carbon Co., Inc.
Ronnie Products, Inc.
Rose Ribbon & Carbon Mfg. Co., Inc.
Royal Typewriter Co., Inc.
SHALLCROSS CO.
Shipman-Ward Mfg. Co.
Smith-Corona Inc.
Snelling & Son
Stafford, S. S., Inc.
Stationers Guild of America
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
Tru-Rite, Inc.
Underwood, John, & Co.
UNDERWOOD CORP.
Union Ribbon & Carbon Co.
U. S. CARBON & RIBBON MFG. CO., INC.
Waters & Waters Branch
WEBSTER, F. S., CO.
Write, Inc.

Ribbons (Typewriter, Carbon Paper)

Aetna Products Co.
Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Mfg. Co.
American Manifold Products Corp.
American Ribbon & Carbon Co., Inc.
American Stencil Mfg. Co.
Buckeye Ribbon & Carbon Co.
Carter's Ink Co.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
CONSOLIDATED RIBBON & CARBON CO.
Copy Papers Sales & Service Agency, Inc.
Curtis-Young Corp.
Franklin Ribbon & Carbon Co.
Hynes Mfg. Co.
International Business Machines Corp.
International Carbon & Ribbon Co., Inc.
Kee Lox Mfg. Co.
Key Ribbon & Carbon Co.
Kores Carbon Paper & Ribbons Mfg. Corp.
Leedall Products Mfg. Co.
Little, A. P., Inc.
Manifold Supplies Co.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Neidich Process Div.
Nelson-Eismann Co.
Old Dutch Line
Old Town Corporation
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Queen Ribbon & Carbon Co.
Quest Mfg. Co.
Regal Typewriter Co., Inc.
Remington Rand Inc.
Rochester Ribbon & Carbon Co., Inc.
Royal Typewriter Co., Inc.
Shipman-Ward Mfg. Co.
Smith-Corona Inc.
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
UNDERWOOD CORP.
Underwood, John, & Co.
U. S. CARBON & RIBBON MFG. CO., INC.
WEBSTER, F. S., CO.
Write, Inc.

Columbia

TYPEWRITER RIBBONS AND CARBON PAPERS

•

For more information see advertisement on page 63

60
Years Of Manufacturing Experience

INKED RIBBONS & CARBON PAPERS

Ribbons
ADDING • BILLING
MULTILITH • ADDRESSING
HECTOGRAPH
MULTIGRAPH
TABULATING
TIME CLOCK
TIME STAMP
TYPEWRITER
BOOKKEEPING
CASH REGISTERS
CHECK WRITERS
ELLIOTT FISHERS
Carbons
PEN • PENCIL
BILLING • FANFOLD
ONE-TIME • HECTOGRAPH
TYPEWRITER
POSTING MACHINES
P & P (Gummed Edge)
CARBON PAPER RIBBONS
Plus
Hot Wax
SPOT CARBONIZING
Domestic & Export Sales

General Offices & Plant
U. S. CARBON & RIBBON MFG. CO., Inc.
621-623 CHERRY STREET
PHILA. 6, PENNA.
Established 1893

Ribbons (Typewriter, Eradicable)

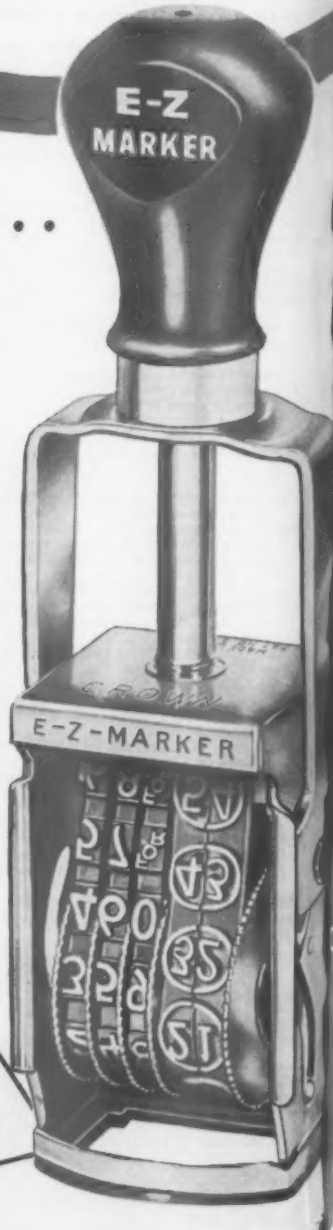
Aetna Products Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.

Ribbons (Typewriter, Hectograph)

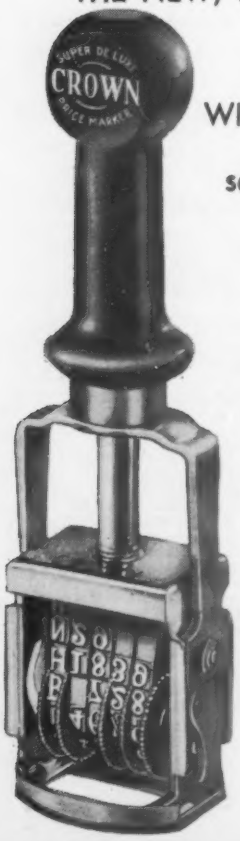
Aetna Products Co.
Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Mfg. Co.
American Manifold Products Corp.
American Stencil Mfg. Co.
Beck Duplicator Co.
Buckeye Ribbon & Carbon Co.
Burroughs Corp.
Carter's Ink Co.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
CONSOLIDATED RIBBON & CARBON CO.
Copy Papers Sales & Service Agency, Inc.
Curtis-Young Corp.
Du Prints, Inc.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co.
Frye Mfg. Co.
Graphic Duplicator Co.
Hectographia Corp.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
Hynes Mfg. Co.
International Carbon & Ribbon Co., Inc.
Kee Lox Mfg. Co., Inc.
Key Ribbon & Carbon Co.
Kores Carbon Paper & Ribbons Mfg. Corp.
Leedall Products Mfg. Co.
Little, A. P., Inc.
Manifold Supplies Co.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Neidich Process Div.
Nelson-Eismann Co.
Old Dutch Line
Old Town Corporation
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Queen Ribbon & Carbon Co.
Quest Mfg. Co.
Regal Typewriter Co., Inc.,
Rose Ribbon & Carbon Mfg. Co.
Royal Typewriter Co., Inc.
SHALLCROSS CO.
Shipman-Ward Mfg. Co.
Smith-Corona Inc.
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
UNDERWOOD CORP.
Underwood, John, & Co.
U. S. CARBON & RIBBON MFG. CO., INC.
WEBSTER, F. S., CO.
Write, Inc.

The CROWN Line

A NEW standard of PERFORMANCE and DESIGN! The BIG NEW of the Marking Devices Industry... MAKE THE CROWN LINE YOUR LINE.



Get into this NEW ACT! . . . . See the Latest Models of our CROWN PRICE MARKERS.



THE NEW, IMPROVED CROWN LINE . . . for faster turnover and bigger profits. QUALITY IS SYNONYMOUS WITH CROWN . . . that means quality in production, service and price . . . the name CROWN has been for many generations universally recognized for its high quality products. Although the CROWN LINE is competitively priced consistent with extra high quality, it is available to your customers when needed.

WRITE TODAY FOR FURTHER PARTICULARS AND DESCRIPTIVE LITERATURE.

SUPERIOR DATERS

TRIUMPH BAND DATERS

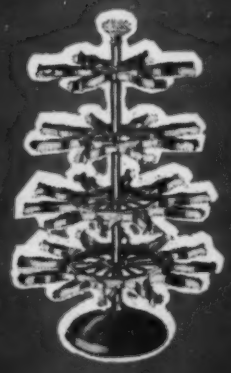
DEFIANCE DATERS

TRIUMPH SELF INKERS

CROWN DATERS

CROWN NUMBERERS

SEAL PRESS (ARTISTIC)



ACHILLES CASTOR RACKS

CROWN OFFICE PRINTING OUTFITS

for that Extra Quality . . .
conomy . . . Faster Delivery . . .
insist on the best line . . .
"THE CROWN LINE!"

THE CROWN LINE has been acclaimed by the trade as THE FINEST MARKING DEVICES EVER MADE, because of that extra quality it offers to you. CROWN products are made and designed to stand up under constant use without fear of breakdown . . . it's economical and efficient, saving you time and money.

R. A. STEWART AND COMPANY, INC.
80 DUANE STREET, NEW YORK 7, NEW YORK

Ring Binders

(See Binders, Ring)

Rings (Loose Leaf)

(See Loose Leaf Metals)

Rocker Blotters

(See Blotters, Rocker)

Roller Shelf Units (Cabinet)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
INVINCIBLE METAL FURNITURE CO.
Shaw-Walker Co.
VICTOR SAFE & EQUIPMENT
Watson Mfg. Co.
Yawman and Erbe Mfg. Co.

Rolls (Gelatin)

(See Duplicator Rolls and Films)

Rolls (Paper, Adding Machine, Carbonized)

American Carbon Paper Mfg. Co.
American Manifold Products Corp.
American Ribbon & Carbon Co., Inc.
Buckeye Ribbon & Carbon Co.
Burroughs Corp.
Carter's Ink Co., The
Cellulose & Paper Converting Co., Inc.
Codo Mfg. Corp.
Colonial Carbon Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
CONSOLIDATED RIBBON & CARBON CO.
Eastern Specialties Co., Inc.
Franklin Ribbon & Carbon Co.
Hano Paper Co., Inc.
Hyman, L., & Sons
International Carbon & Ribbon Co., Inc.
McKenna & Phelps, Inc.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
National Cash Register Co.
Neidich Process Div.
Northeast Mills Paper Co.
Old Dutch Line
Paper Manufacturers Co.
Peerless-Imperial Co., Inc.
Queen Ribbon & Carbon Co., Inc.
Saxon Paper Corp.
Stationers Guild of America
Storms, H. M., Co.
Wansco Paper Products Co., Inc.
Waters & Waters Branch
WEBSTER, F. S., CO.

Rolls (Paper, Adding Machine, Plain)

Addo Machine Co., Inc.
American Carbon Paper Mfg. Co.
AMERICAN PAD & PAPER CO.
Ames Supply Co.
Bradner Smith & Co.
Bristol Paper Products, Inc.
Burroughs Corp.
Burton Paper Products Corp.
Cellulose & Paper Converting Co., Inc.
Central Paper Co.
Commercial Paper Co.
Eastern Specialties Co., Inc.
Ennis Tag & Salesbook Co.
Ersco
FAY PAPER PRODUCTS, INC.
Greg Sales Co., Inc.
Groveton Papers Co.
Hano Paper Co., Inc.
International Carbon & Ribbon Co., Inc.
McKenna & Phelps, Inc.
Merchants Industries, Inc.
Millar, Geo. W., & Co., Inc.
Mittag & Volger, Inc.
MOHAWK TABLET CO.
National Cash Register Co.
Neidich Process Div.
Northeast Mills Paper Co.
Old Dutch Line
Paper Converters, Inc.
Paper Manufacturers Co.
Processed Papers

for adding machine rolls see

MOHAWK
TABLET COMPANY
1703-19 EAST END AVE.
CHICAGO HEIGHTS, ILLINOIS

FAY
PAPER PRODUCTS, INC.
268 NORTHAMPTON ST.
BOSTON 18, MASS.
CONVERTERS AND MANUFACTURERS
★
AJAX Adding Machine Rolls
SENTINEL Teletype Rolls
SIGNAL Rolls (Police & Fire Alarm)
(other small paper rolls)
★
OFFICE PAPERS:
BRADFORD Bond, Typewriter & Multilith
QUICKPRINT Mimeo
SENTINEL Duplicator
Railroad Manila
Onionskin & Manifold
FA-VO-RITE Scratch Pads
★
Suppliers to Stationers and Paper Merchants since 1934.

Ribbon & Ticker Paper Co.
Richards, S. P., Paper Co.
Rittenhouse Paper Co.
ROCKWELL-BARNES CO.
Saxon Paper Corp.
Smith-Corona Inc.
Southern Straw Mfg. Co.
Stationers Guild of America
UNDERWOOD CORP.
Universal Pad & Tablet Corp.
Victor Adding Machine Co.
Wansco Paper Products Co., Inc.
Warshaw Mfg. Co., Inc.
Western Paper Converting Co.
Yankee Paper & Specialty Co.

Rolls (Paper, Autographic Register)

(See Forms, Autographic Register)

Rolls (Paper, Bookkeeping Machine)

Addo Machine Co., Inc.
American Ribbon & Carbon Co., Inc.
Bradner Smith & Co.
Buckeye Ribbon & Carbon Co.
Burroughs Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Eastern Specialties Co., Inc.
Ersco
FAY PAPER PRODUCTS, INC.
International Carbon & Ribbon Co., Inc.
McKenna & Phelps, Inc.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
National Cash Register Co.
Neidich Process Div.
Old Dutch Line
Paper Manufacturers Co.
Peerless-Imperial Co., Inc.
Queen Ribbon & Carbon Co.
Rittenhouse Paper Co.
Stationers Guild of America
Storms, H. M., Co.
UNDERWOOD CORP.
WEBSTER, F. S., CO.

Rolls (Paper, Cash Register)

Ames Supply Co.
Bradner Smith & Co.
Burroughs Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Eastern Specialties Co., Inc.
Ersco
FAY PAPER PRODUCTS, INC.
Hyman, L., & Sons
International Carbon & Ribbon Co., Inc.
McKenna & Phelps, Inc.
Mittag & Volger, Inc.
National Cash Register Co.
Neidich Process Div.
Northeast Mills Paper Co.
Old Dutch Line
Paper Converters, Inc.
Paper Manufacturers Co.
Ribbon & Ticker Paper Co.
Rittenhouse Paper Co.
Stationers Guild of America
Storms, H. M., Co.
WEBSTER, F. S., CO.
Western Paper Converting Co.

Rolls (Paper, Teletype)

Accurate Sales Book Co.
American Business Systems
American Carbon Paper Mfg. Co.
American Manifold Products Corp.
American Ribbon & Carbon Co., Inc.
ASSOCIATED STATIONERS SUPPLY CO.
Autographic Business Forms, Inc.
Bradner Smith & Co.
Buckeye Ribbon & Carbon Co.
Cellulose & Paper Converting Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Consolidated Business Systems, Inc.
Eastern Specialties Co., Inc.
Ennis Tag & Salesbook Co.
Ersco
FAY PAPER PRODUCTS, INC.
Franklin Ribbon & Carbon Co.
General Manifold & Printing Co.
Hyman, L., & Sons
International Carbon & Ribbon Co., Inc
Johns, W. A., Paper Co.
McKenna & Phelps, Inc.
Millar, Geo. W., & Co., Inc.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Moore Business Forms, Inc.

Nashua Package Sealing Div.
Neidich Process Div.
Northeast Mills Paper Co.
Old Dutch Line
Paper Manufacturers Co.
Peerless-Imperial Co., Inc.
Processed Papers
Queen Ribbon & Carbon Co.
Rediform Division
Ribbon & Ticker Paper Co.
Rittenhouse Paper Co.
ROCKWELL-BARNES CO.
Saxon Paper Corp.
Southern Straw Mfg. Co.
Standard Register Co.
Stationers Guild of America
Storms, H. M., Co.
Stylograph Corp.
Uarco Incorporated
Union Ribbon & Carbon Co.
Wansco Paper Products Co., Inc.
WEBSTER, F. S., CO.
Western Paper Converting Co.

Rotary Card Files

(See Files, Rotary)

Rubber Bands

Alliance Rubber Co.
BANKERS & MERCHANTS, INC.
Davol Rubber Co.
Dykema Co.
Faber, A. W.—Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Goodrich, B. F., Co.
Hodgman Rubber Co.
Linton Pencil Co.
Melind, Louis, Co.
Miller Products Co., Inc.
Plymouth Rubber Co., Inc.
Red Raven Rubber Co.
Reliance Pencil Corp.
ROBERTS, WELDON, RUBBER CO.
Rochester Wire-O Binding, Inc.
SPEED PRODUCTS CO., INC.
Spencer Rubber Products Co.
Stationers Guild of America
Tyer Rubber Co.

Rubber Bumpers (Desk)

(See Bumpers and Guards, Furniture)

Rubber (Sponge and Foam)

Ace Lite-Step Co.
American Floor Products Co.
American Latex Products Corp.
Durkee-Atwood Co.
Firestone Tire & Rubber Co.
Goodrich, B. F., Co.
Goodyear Tire & Rubber Co.
Hewitt-Robins, Inc.
Reliable Textile Co.
Textile Products Co.
U. S. Rubber Co.

Rubber Cement and Thinners

(See Adhesives, Cement, Rubber and Thinners)

Rubber Stamp Machinery

American Evatype Co.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Dorman, J. F. W., Co.
Melind, Louis, Co.
STEWART, R. A., & CO., INC.

Rubber Stamp Pads

(See Pads, Rubber Stamp)

Rubber Stamp Racks

(See Racks, Rubber Stamp)

Rubber Stamps

Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
American Stamp Mfg. Co.
BANKERS & MERCHANTS, INC.
Bates Mfg. Co.
Botts Mfg. Co.
Champion, Iden Charles, Co.
Consolidated Stamp Mfg. Co., Inc.
Cooke Time Stamp Co.
Dayton Stencil Works Co.
Dixie Rubber Stamp & Seal Co.
Dorman, J. F. W., Co.
Duke, Ronald K., Co.
Ehlbert Products (Pocket)
Ellis, H. R., Co.
Federal Stamp Co.
FULTON MARKING EQUIPMENT CO.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Krengel Mfg. Co., Inc.
Matthews, James H., & Co.
Meyer & Wenthe, Inc.
Melind, Louis, Co.
Pannier Corp.
Rivet-O Mfg. Co.
Safford Stamp Works, Inc.
Spencer, S. M., Mfg. Co.
Stationers Guild of America
Stenhouse, A., & Co.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Wendell-Northwestern, Inc.

Rubber Type

Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Duke, Ronald K., Co.
Force Western, Inc.
FULTON MARKING EQUIPMENT CO.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Krengel Mfg. Co., Inc.
Matthews, James H., & Co.
Melind, Louis, Co.
Meyer & Wenthe, Inc.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.

Rubber Typewriter Keys

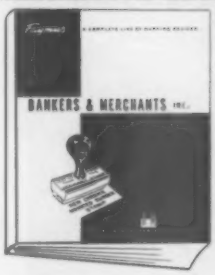
(See Typewriter Key Tops)

There's a Leader in Every Field of Endeavor

THE LEADER IN THE MARKING DEVICE FIELD IS

BANKERS & MERCHANTS, INC.

EXCLUSIVE MANUFACTURERS OF THE CHROME MOUNT RUBBER STAMP



OUTSTANDING SERVICES DEVELOPED FOR THE OFFICE SUPPLY DEALER EXCUSIVELY

HIGH QUALITY...PRICED RIGHT...LIBERAL DISCOUNT

☆DISPLAY STANDS ☆ADVERTISING STUFFERS
☆WINDOW DECALS ☆SELF-SELLING CATALOGS

DEALER'S NAME IMPRINTED ON HANDLES AT NO EXTRA COST TO DEALERS

Catalog No. 80 shows the complete B & M line—258 pages of marking devices—the largest line in the industry.

Fast Service!

Write! FOR CATALOGS AND COMPLETE INFORMATION ON CHROMIUM MOUNT DEALERSHIPS

BANKERS & MERCHANTS, Inc.
3227-29 NORTH SHEFFIELD AVENUE
CHICAGO 13, ILLINOIS

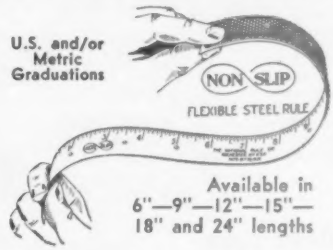
SINCE 1927

NON SLIP
Reg. U.S. Pat. Off.

Highly Nickel Plated

FLEXIBLE STEEL RULES

U.S. and/or Metric Graduations



Available in 6"—9"—12"—15"—18" and 24" lengths

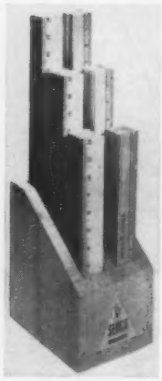
Can be used as a ruler, paper cutter, straight-edge

Made of highly tempered steel, backed with patented NON-SLIP material. Graduated in 1/16ths. Individually engraved below the surface of the metal. Will not wear off. Will not slip nor carry ink on the edges.

Write for dealers' discount.

NATIONAL RULE CO.
49 Andrews St. Dept. OA
ROCHESTER 14, N. Y.

This SENCO® Cabinet



CONTAINS EVERYTHING YOUR CUSTOMERS WANT IN

Rulers

The sturdy Senco Cabinet holds 54 Senco Rulers vertically in a powerful mass display that takes up only 5¼" x 7⅝" of counter space. The display is made of strong, sturdy wood that won't topple over. Nothing flimsy about it. Stays put and sells 'year round. Supplied gratis with deal. Write for details and information on complete line of Senco (R) Rulers For School, Office and Home.

Manufactured by

SENECA
NOVELTY CO., INC.
201-207 FALL ST. SENECA FALLS 26, N. Y.

Rugs and Carpets

(See Carpets and Rugs)

Rulers (Advertising)

(See also Yardsticks)

American "falcon" Mfg. Corp.
Carroll, J. B., Co.
Compass Instrument & Optical Co., Inc.
C-Thru Ruler Co.
Fairgate Rule Co. (Aluminum)
Guedon Co.
Northeastern Plastics, Inc.
Plastic Service Co.
Sanders Mfg. Co.
SENECA NOVELTY CO., INC.
Waterbury Companies, Inc.
Westcott Rule Co., Inc.

Rulers (Celluloid, Plastic)

ALVIN & CO.
Bastian Bros. Co.
BLANK, ARTHUR, & CO., INC.
C-Thru Ruler Co.
Cardinell Corp.
DIXON, JOSEPH, CRUCIBLE CO.
Emeloid Co., Inc.
Guedon Co.
IDL MFG. & SALES CORP.
MAYLINE CO., INC.
Northeastern Plastics, Inc.
Parisian Novelty Co.
Plastic Fabricators Co.
Plastic Service Co.
SENECA NOVELTY CO., INC.
Westcott Rule Co., Inc.

Rulers (Steel)

ALVIN & CO.
Anderson & Sons, Inc.
BAUMGARTEN, FRED
BROWN, ARTHUR, & BRO., INC.
Bruning, Charles, Co., Inc.
Chicago Thrift-Etching Corp.
Compass Instrument & Optical Co., Inc.
Dietzgen, Eugene, Co.
Fairgate Rule Co. (Aluminum)
Guedon Co.
Keuffel & Esser Co.
NATIONAL RULE CO.
Pettersen Mfg. Co. (Rolling)
Starrett, L. S., Co.

Rulers (Wood)

ALVIN & CO.
American "falcon" Mfg. Corp.
BROWN, ARTHUR, & BRO., INC.
Compass Instrument & Optical Co., Inc.
Sanders Mfg. Co.
SENECA NOVELTY CO., INC.
Westcott Rule Co., Inc.

Rules (Slide)

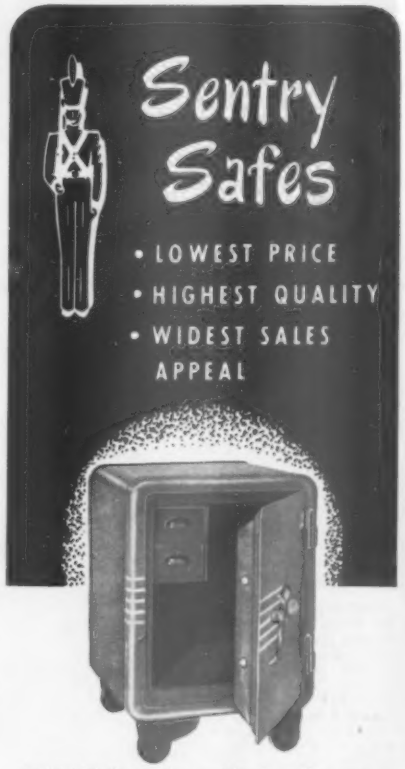
(See Slide Rules)

Runner Matting (Rubber, Composition)

(See Mats, Runner, Rubber)

Safes (Cabinet, Office)

ART METAL CONSTRUCTION CO.
BRUSH, JOHN D., & CO., INC.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
DIEBOLD, INC.
Empire Safe Co., Inc.
GUARDSMAN-VALENTINE, INC.
Hall's Safe Co., Inc.
HERRING-HALL-MARVIN SAFE CO.
Joeli Safe Div.
MEILINK STEEL SAFE CO.
MOSLER SAFE CO.
PROTECTALL SAFE CORP.
Remington Rand Inc.
SCHWAB SAFE CO.
Shaw-Walker Co.
Tammi Safe & Vault Co.
VICTOR SAFE & EQUIPMENT
YORK SAFE AND LOCK CO.



SENTRY has the widest sales appeal of any personal safe because it offers beauty and protection for every home and office — a rich, untapped market!

LOWEST PRICE—HIGHEST QUALITY: Fireproof Vermiculite insulation, all-welded construction, built-in combination lock! All this at a price so low you can make a big profit and still undersell the field. Available in both floor and wall models—to fit the needs of all.

***Cash in on the do-it-yourself market!* Send for FREE folder describing do-it-yourself promotion of the built-in SENTRY SAFE.**

NEW CABINET COMBINATION: For the first time, SENTRY offers an *exclusive* safe-and-cabinet *combination* (see below), for less than any other comparable safe *alone!*

WRITE DEPT. B-5

Dimensions:

Cabinet, Outside: 25¼" x 20" x 20"

Safe, Inside: 15" x 12" x 13"

MANUFACTURERS OF SAFES FOR OVER 20 YEARS

JOHN D. BRUSH & CO., INC.
FORMERLY BRUSH-PUNNETT CO.
545 WEST AVE. • ROCHESTER 11, N. Y.

WE'VE GOT IT!

The Most COMPLETE Line of Safes, Fire-Resistive Chests and Files, Business Machine Stands!

HERCULES® MEILINK BUILT

MULTI-LOX INSULATED FILES

- √ **Underwriters Laboratories Label**
- √ **Safe Manufacturers National Association Label**

The New Hercules Multi-Lox feature offers a choice of various locking arrangements on any or all drawers of each file. Letter and legal sizes in two, three and four-drawer models. Our Bulletin IF-53 gives complete information.

MEILINK SINCE 1899

A, B and C LABEL SAFES

SINGLE AND DOUBLE DOOR MODELS

- √ **Underwriters Laboratories Label**
- √ **Safe Manufacturers National Association Label**

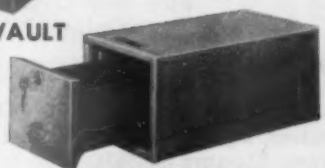
HERCULES® MEILINK BUILT

FAST MOVING LINE OF

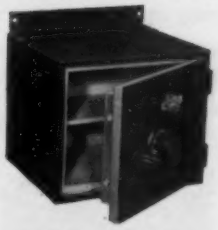
- **HOME VAULTS**
- **SAFE-T-VAULTS**
- **WALL VAULTS**
- **CLOSET VAULTS**
- **LETTER VAULTS**
- **CARD FILES**
- **BUSINESS MACHINE STANDS**
- **SAFETY POSTING TRAYS**

SAFE-T-VAULT

WALL VAULT



HOME VAULT



CLOSET VAULT

LETTER VAULT

Write for Information and Literature

MEILINK STEEL SAFE CO. • Toledo 6, Ohio

For 1955 HERRING·HALL·MARVIN presents SAFES WITH A *FORWARD* LOOK

A complete new deluxe line of safes, including A, B and C labels, single and double door models, all in the smart new design shown here.

Note the Stainless Steel lock panel, the new functional design of the handle, the "Private View" combination lock.

Not shown by the photos, but very important, are these three facts:

(1) All deluxe models are available in a choice of smart decorator colors to match the decor of the modern office.

(2) All safes—even the four smallest sizes shown here—carry the quadruple certification of resistance to fire and burglary—4 LABELS, including the T-20 and Relocking Device labels of the Underwriters' Laboratories.

(3) All deluxe models have new, improved interiors.

Exclusive franchises are open in a number of important centers. Inquiries will receive prompt and careful consideration.

ALL OVER THE WORLD HERRING-HALL-MARVIN IT'S A SAFE NAME

HERRING·HALL·MARVIN SAFE COMPANY

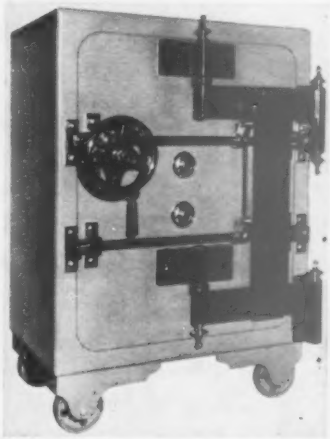
HAMILTON, OHIO

500

USED SAFES—always on hand reconditioned like new! "Don't Lose Safe Sales—Sell From Our Stock List"

- Fire Proof Safes
- Burglar Proof Safes
- Money Chests

With or without underwriters labels



Bank Safes • Vault Doors
Safe Deposit Boxes
every kind and description

ACME SAFE CO., INC.
139 Grand Street, New York 13, N. Y.
CA 6-2500

THERE'S *MORE SELL* IN THE VICTOR "600" LINE

Check These Features...

- Exclusive revolutionary Concealed Double Hinges. No hinges are outwardly visible.
- Exclusive 4-Tumbler Combination Handle Lock—the most tamper-manipulation-resistant lock available in a small safe.
- Front Swivel Casters—moving becomes an easy operation.
- Permanent Dry Insulation—guarantees fire protection now and 100 years from now.
- Safety Vents—blowout plugs prevent interior explosions from expanding gasses.
- Modern Rounded Edges—its contours are beautifully streamlined with smoothly rounded edges and corners.

Feature These Fine VICTOR "600" Line Safes... the safes with fire protection *plus*...!

VICTOR TREASURE CHESTS

For home or office. 1 hour *certified* protection against fire. Choice of 3 handy sizes, 5 smart models.

VICTOR SAFE & EQUIPMENT
DEALER SALES DIVISION · REMINGTON RAND INC.
315 FOURTH AVENUE · NEW YORK 10, N. Y.

Which influences your protective equipment customers most...

Product or Promotion?

Actually, it doesn't matter when you're handling the world's best protective equipment . . . for Mosler has a reputation for doing the most outstanding job in the industry—on both.

When you get a prospect in front of Mosler protective equipment, he's not only *looking* at the world's finest—he *knows* it.

He knows, because Mosler's extensive national advertising and frequent special promotions have told him so, time and again.

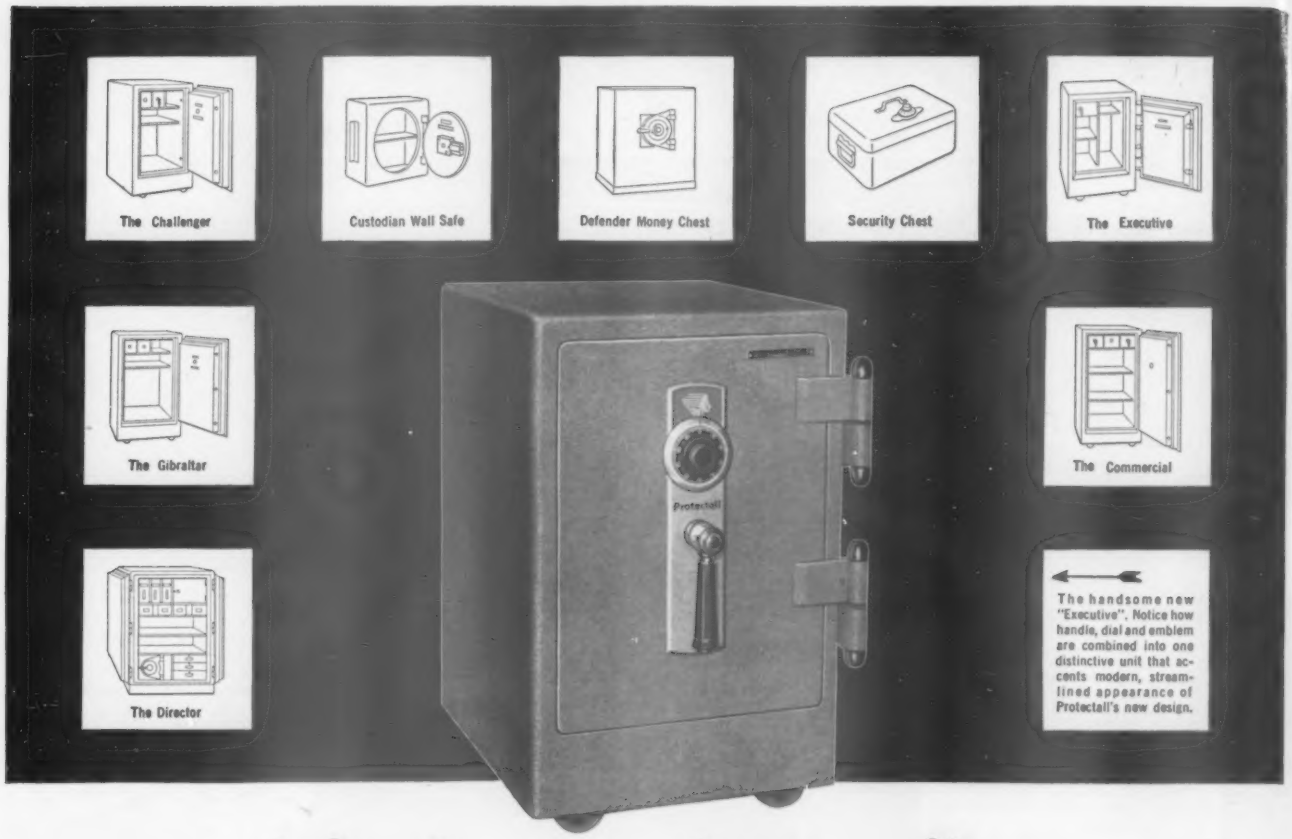
And, the look he takes in your show room can only confirm this impression. For whether he's looking at a safe, money chest, vault door, or *any* Mosler product, there's a powerful "sales talk" right there in the Mosler nameplate. For the name, Mosler, has stood for over a century for the kind of quality that earns and maintains world leadership.

And that is an important asset to *any* protective equipment dealer. It has cash value. It means easier sales. Easier profits. A better outlook for future protective equipment business. Like to know *more* ways the name, Mosler, helps you build sales? Write or wire The Mosler Safe Company, Hamilton, Ohio.

IF IT'S MOSLER . . . IT'S SAFE

The Mosler Safe Company Since 1848

World's largest builders of safes and bank vaults . . . Mosler built the U.S. Gold Storage Vaults at Fort Knox and the famous bank vaults that withstood the Atomic Bomb at Hiroshima



Why America's fastest-selling safes SELL EVEN FASTER, TODAY...

Take a look! Here's the handsome restyling job that's been done on *every* Protectall Safe . . . to help you make faster, more profitable sales than ever before!

WHAT YOU SEE HERE is a still *better,* more advanced Protectall Safe design than the one that hundreds of dealers across America have already turned into handsome profits!

You know what *that* means! You can tell, immediately, the opportunity these distinguished new safes offer. For now you have all the unique selling advantages that *made* Protectall the fastest-moving safes in America—and a lot more.

With Protectall, you offer top-quality, *brand-new* styling, unchallenged value, the Underwriters' "C" Label . . . the simplest and easiest-to-sell safe line in the industry.

WHY NOT CUT *YOURSELF IN* for a share of the big profits dealers will make on these handsomely restyled Protectall Safes? Just mail the coupon for a catalog showing the new Protectall line, and we'll send you the details on how to cash in! Do it right away!

COMPLETE RANGE OF MONEY-MAKING SIZES!

Code	Outside Dimensions			Inside Dimensions		
	High	Wide	Deep	High	Wide	Deep
Director	58"	39"	29"	48"	33"	20"
Commercial	48"	25"	27"	39"	20"	20"
Accountant	41"	25"	27"	32"	20"	20"
Gibraltar	36"	22"	24"	27"	17"	17"
Challenger	31"	19"	24"	22"	14"	17"
Treasurer	31"	19"	19"	22"	14"	12"
Executive	23"	15"	19"	14"	10"	12"
Custodian Wall Safe	12"	12"	7"	11"	11"	4"
Defender Chest	10"	10"	9"	8"	8"	5"
Security Chest	5"	12"	8"	3"	10"	6"
New "Veep" Safe	20"	13"	15"	13"	10"	10"

Protectall Safes
Syracuse, New York

Protectall Safe Corporation
Dep't. 938, Hamilton, Ohio

Please rush me a catalog showing the new line of Protectall Safes, and full particulars on how I can cash in!

FIRM NAME .....

YOUR NAME ..... POSITION .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

Safes (Floor, Wall—Embedded)

American Wall Safe Mfg. Co., Inc.
Bank Vault Inspection Co.
BRUSH, JOHN D., & CO., INC.
DIEBOLD, INC.
Empire Safe Co., Inc.
Gary Safe Co.
GUARDSMAN-VALENTINE, INC.
Hall's Safe Co., Inc.
HERRING-HALL-MARVIN SAFE CO.
In-A-Floor Safe Co.
Joeli Safe Div.
MEILINK STEEL SAFE CO.
MOSLER SAFE CO.
PROTECTALL SAFE CORP.
SCHWAB SAFE CO.
YORK SAFE & LOCK CO.

Safes (Used and Rebuilt)

ACME SAFE CO., INC.

Safety Deposit Boxes

(See Boxes, Safety Deposit)

Safety Deposit Box Keyhole Signals

(See Signals, Keyhole, Safety Deposit Box)

Sales Book Covers

(See Covers, Sales Book)

Sales Books

(See Books, Manifold)

Salesmen's Sample Cases

(See Cases, Salesmen's Sample)

Most Complete Line of

SAFE EQUIPMENT

for Dealers in America

- Underwriters' Labeled SAFES
- Underwriters' Labeled "Flame-Guard" INSULATED FILES
- Underwriters' Labeled MONEY CHESTS
- Underwriters' Labeled VAULT DOORS
- SAFETY DEPOSIT BOXES
- NIGHT DEPOSITORIES
- PRIVATEER PERSONAL CHESTS
- WALL SAFES

Write for Complete Catalog and Price List

Guardsman - Valentine, Inc.
LA PORTE, INDIANA

There is a York unit to provide every protection need for every type of record. All York equipment bears the Safe Manufacturers National Association and Underwriters Laboratories labels. There are no better safes, chests and vault doors than those bearing the York label.

York map and plan files are built to the same standards of quality as York protection equipment. They are designed in modular units that are easily expanded to meet the needs of growing companies.

York dealers receive comprehensive assistance in the form of tested and proven merchandising and sales promotion materials, as well as scientific sales training aids. For information on York products or dealerships, write to the General Office in Canton 2, Ohio.

6056-DI

York

The most famous name in protection
YORK SAFE & LOCK
Canton 2, Ohio

SCHWAB

SELLS PROTECTION

C T-20 Label

Manufacturers

of

No. 1832-C
"Fortified File"
C or D Label

- FIRE & BURGLAR PROOF SAFES
- BURGLAR PROOF CHESTS — VAULT DOORS
  Underwriters A, B, and C T 20 Label
- "FORTIFIED FILES" — HOME CHESTS

The SCHWAB SAFE COMPANY

LAFAYETTE, INDIANA

SAND URNS by *Franklin*

The Largest, Most Complete Line on the Market Today!

All Franklin Sand Urns feature SAFETY EDGE LID WITH 30° SLOPE . . . burning cigarettes can't fall on floor.

Model "600" Illustrated

$6.95 list

ALL THESE MODELS TO CHOOSE FROM:

- Safety-Lid Sand Urns
- Self-Cleaning Lid Sand Urns
- Wall-Hanging Sand Urns
- Grecian Aluminum Sand Urns
- Water Trap Cigarette Urns
- Fire Extinguisher Sand Urns
- Towel Urns
- Paper Cup Urns
- Umbrella Urns

write for 4 pg. 3 color sand urn catalog . . . today!

Send for Catalog Sheets and Prices on These World-Famous Franklin Products:
- Waste Baskets
- Waste Receptacles
- Personal File Boxes
- Transfer Cases

Mail one of the handy enclosed order cards . . . now!

FRANKLIN METAL PRODUCTS CO.
16 West Kinzie Street • Chicago 10, Illinois

Sand Urns

Aget Mfg. Co.
Aluminum Cooking Utensil Co., Inc.
Compco Corp.
Dorchester Pottery Works
Doehler Metal Furniture Co., Inc.
ERIE ART METAL CO., INC.
FRANKLIN METAL PRODUCTS CO.
Glaro Machine Products Co., Inc.
GOODFREND METAL PRODUCTS CO.
Lawson, F. H. Co.
Logan Pottery Co.
Loumac Supply Mfg. Corp.
MAYFAIR CO.
McDONALD PRODUCTS CORP.
SMO-KING PRODUCTS, INC.
VALCO CO. (ALUMINUM)
Vanpe, Inc.

Savings Banks (Home)

(See Banks, Home Savings)

Scales (Architects', Drafting)

(See Drafting Supplies)

Scales (Postal, Office)

Borg-Erickson Corp.
B-T CO., INC.
Chatillon, John, & Sons
Commerical Controls Corp.
Detecto Scales, Inc.
Galef, J. L., & Son, Inc.
Hamilton Specialties, Inc.
Hanson Scale Co.
Howe Scale Co., Inc.
IDL MFG. & SALES CORP.
Pelouze Mfg. Co.
Pitney-Bowes, Inc.
Stationers Guild of America
Toledo Scale Co.
Triner Scale & Mfg. Co.

Scales (Postal, Pocket)

Borg-Erickson Corp.
Exact Weight Scale Co.
Hanson Scale Co.
Originals Co.
Postamatic Co.

School Bags

(See Bags, School)

School Furniture

(See Furniture, School)

School Supplies (Complete Line)

Beckley-Cardy Co.
BRADLEY, MILTON, CO.
Garden City Educational Co.
Hammett, J. L., Co.
Rubin's Corp.
WILSON JONES CO.

trade names got you ? ? confused?

Many trade names and trade marks seem to have no connection with the manufacturer. If this is your problem the Index of Trade Names & Trade Marks on page 247 should be the first place you turn to.

THE ONE POUND MITE POSTAL SCALE is one of America's most popular scales. All U. S. land and air mailing rates are indicated on a three color aluminum dial. The finish is a beautiful blue baked enamel.

THE FOUR POUND MITE PARCEL POST SCALE, and ideal small package scale. All U. S. land and air parcel post rates, from 8 ounces to 4 pounds are indicated. The finish is green baked enamel.

THE EXPORT MITE—9 ounce-250 gram. A universal scale. The finish is brown baked enamel.

ALL MITE Models, still only $3.00 Retail. Replacement dials with the current U. S. mailing rates for one and four pound models only 50 cents retail. No tools required.

DEPENDABILITY GUARANTEED

B—T Company, Inc.

121 N. Broadway Milwaukee 2, Wis.

POSTAL SCALES

Scale illustrated is the "Deluxe Thrifty" of 1 pound capacity. Also available is the "Deluxe Modern" of 2½ pound capacity and the "Deluxe Supreme" of 4 pound capacity.

NEW LEVER ARCH FILE

So rugged it can stand plenty of wear. Made of fine ⅛" thick tempered masonite Presdwood-beveled edges—nickel plated metal parts. Three sizes 7"x11"—9"x13" and 9"x15⅝".

CLIP BOARDS

Made of ⅛" thick tempered masonite Presdwood in three sizes 7"x11"—9"x13" and 9"x15⅝". Also Memo Clip Boards in two sizes 5"x7¾" and 6"x 9½".

SPRINGLESS POSTAL SCALE

Measuring 6⅞"x5½"x3¼" this springless postal scale operates by a new mechanism scientifically developed to give accuracy at all times. Sturdily constructed of all metal with dial lithographed on metal in black and red on an ivory background. The platform and body has a silver baked-on wrinkle finish. Packed in individual corrugated boxes.

BINDER CLIPS

Made of tempered blue steel with nickel wire handles they will stand-up under unusual stress and strain. Three sizes ¾" wide with ⅜" capacity—1¼" wide with ⅝" capacity and heavy duty 2" wide with 1¼" capacity.

Since 1925 Manufacturers and Distributors of Stationery Specialties of Our Own Styling

STOCK ON HAND PROMPT DELIVERIES

●

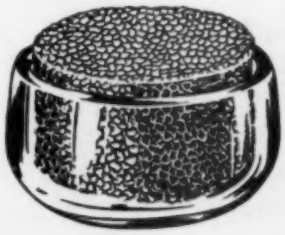
WRITE FOR OUR ILLUSTRATED CATALOG

ALSO DEALER PRICES & DISCOUNTS

●

IDL MFG. & SALES CORP.

OFFICE AND SHOWROOM
132-138 Lafayette St., New York 13, N. Y.
FACTORY • WAREHOUSE • SHIPPING
281 East 137 St., Bronx, New York
Canadian Distributor—Sam Jason, Montreal



MOISTENERS AND RUBBER SPONGES

Bankers Moistener illustrated is made of clear polished glass 3¾" outside diameter with attractive rubber sponge. Lightweight moistener measures 3" outside diameter and the All Rubber Moistener with non-skid suction base comes in standard mahogany color. Cup and sponge are available separately.

STATIONERS EYELETS

Eyelets for the Triumph Punch, illustrated, are heavily nickel plated, precision made and scored for easy spreading. Three sizes, short, medium or long. Brass plated eyelets for use in Bates, Ajax or I. D. L. Jr. eyeletters in the same sizes.

STAPLE REMOVERS

These staple removers work every time. Because they are well made to exact specifications they work perfectly with staples that are either inverted or spread. Individually packaged, twelve boxes to a carton.

TYPEWRITER BRUSHES

"Thoroclean" the model illustrated is top quality made of soft hairs that will not scratch at one end and sturdy bristles at the bent end. Other models are the "Cleanbest, Toothbrush, Long Handle, Twisted Wire, and the Royal" style twisted wire stiff bristle brush.

Scissors and Shears

Acme Shear Co.
Banov-Bernsley & Co.
Case, W. R., & Sons
Clauss Cutlery Co.
Compton, W. H., Shear Co.
Continental Mfg. Co., Inc.
Gabe Mfg. Corp.
IDL MFG. & SALES CORP.
Metropolitan Cutlery Co.
Office Shears Co.
POLAR MFG. CO.
SMITH METAL ARTS CO., INC.
Star Office Accessories Co.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
Voos Co.
Wiss, J., & Sons Co.

Scopes (Stencil)

(See Duplicator Stencil Scopes)

Scrap Books

(See Books, Scrap)

Scratch Pads

(See Pads, Scratch)

Screens (Folding, Office)

Barwel Mfg. Co., Inc.
Modern Venetian Blinds, Inc.
POLAR MFG. CO.
Steward, G. S., Co.

Seal Presses (Corporation, Notary)

ABBOTT COIN COUNTER CO.
Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
American Stamp Mfg. Co.
Art Novelty Mfg. Co.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Dayton Stencil Works Co.
Dorman, J. F. W., Co.
Ellis, H. R., Co.
Gibson, A. C., Co., Inc.
Hanson, C. H., Co.
Irwin-Hodson Co.
Matthews, James H., & Co.
Melind, Louis, Co.
Meyer & Wenthe, Inc.
Roovers Bros., Inc.
Schwaab Stamp & Seal Co.
Sheridan & Nichol, Inc.
Spencer, S. M., Mfg. Co.
Stenhouse, A., & Co.
STEWART, R. A., & CO., INC.
Wendell-Northwestern, Inc.

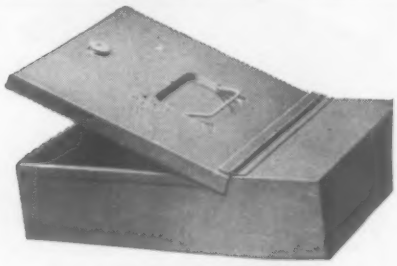
Sealers (Envelope, Hand)

Bernay Products Co.
Better Packages, Inc.
Derby Sealers, Inc.
Ever Ready Label Corp.
Gabe Mfg. Corp.
GLUE-FAST EQUIPMENT CO., INC.
Haldon Mfg. Co., Inc.
Hummel, A. C., Co.
Hydrawlik Co.
IDL MFG. & SALES CORP.
Kendall Sealer Co.
MAYFAIR CO.
Mohler, A.
Northeastern Plastics, Inc.
OFFICE ACCESSORIES CORP.
Rockford Crescent Mfg. Co.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Seymour Products Co.
Standard Duplicating Machines Corp.
Weeks, Frank A., Mfg. Co.

Sealers (Envelope, Machine, Electric)

Bircher Co., Inc.
Commercial Controls Corp.
MacKenzie, Arnold, Inc.
Pitney-Bowes, Inc.
Standard Duplicating Machines Corp.

UNITED CUTLERY & HARDWARE PRODUCTS CO.
108 East 16th Street New York 3, New York



No. 1000 G ALL-SAFE Insulated Fire-Resistant Security Box

A Complete Selling Line of

Office, Editor's & Bankers Shears
Trimmers & Scissors for all purposes
Pen, Pocket & Hunting Knives
Scissor Sets, School Scissors
Manicure Sets and Implements
Letteropeners, Commercial & Gift
Library Sets (Desk Sets)
Tool Kits for Gift Purposes
Cash & Bond Boxes
Personal Files

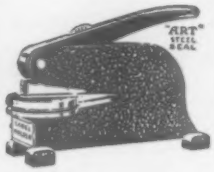
Inquire for complete catalog and price-list
Dealer and jobber discounts applicable

SEALS
NOTARY, CORPORATION, ETC.
AT WHOLESALE
SAME DAY SERVICE
WHEN NECESSARY

THE **OFFICIAL** POCKET SEAL

THE "WACKIT" SEAL
Watch Size
Weight Only 8 Oz.

ART STEEL DESK SEAL
Unbreakable



New Dies in Used Seals
AMERICAN SEAL & STAMP CO.
32 SOUTH CLARK ST.
PHONE CE 6-2619 CHICAGO 3, ILL.

Sealers (Envelope, Machine, Hand Operated)

BAINBRIDGE, KIMPTON & HAUPT, INC.
Bircher Co., Inc.
Commercial Controls Corp.
Haldon Mfg. Co., Inc.
Pitney-Bowes, Inc.
Standard Duplicating Machines Corp.

Sealers (Gummed Tape)

(See Dispensers, Gummed Tape, Sealing)

Sealers (Pressure-Sensitive Tape)

(See Dispensers, Pressure-Sensitive Tape)

Sealing Wax

BANKERS & MERCHANTS, INC.
Davids, Thaddeus, Ink Co., Inc.
Davids, W. L., & Co.
DENNISON MFG. CO.
Higgins Ink Co., Inc.
Pomeroy, I., Co.

Seals (Coin Bag)

(See Seals & Sealers, Lead)

Seals (Paper, Gummed)

Barrett Bindery Co.
Bartlett Label Co.
DENNISON MFG. CO.
Eureka Specialty Printing Co.
Ever Ready Label Corp.
Fenton Label Co., Inc.
Grand Rapids Label Corp.
Gum Products Press, Inc.
Kalamazoo Label Co.
Kirby-Cogeshall-Steinau Co.
Lambooy Label & Wrapper Co.
MAY, J. L., CO., INC.
Milwaukee Label & Seal Co.
Package Ad & Sealer Co.
REYBURN MFG. CO., INC.
St. Louis Sticker Co.
Salisbury Mfg. Co.
Shuman, Frank G., Co.
Tablet & Ticket Co., The
U-File-M Binder Mfg. Co., Inc.

Seals and Sealers (Lead)

ABBOTT COIN COUNTER CO.
AMERICAN SEAL & STAMP CO.
DOWNEY, C. L., CO.
Gibson, A. C., Co., Inc.
Hanson, C. H., Co.
Irwin-Hodson Co.
Meyer & Wenthe, Inc.
Security Seal Co.
STEWART, R. A., & CO., INC.

Seals (Wax, Hand Stamp)

AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Dorman, J. F. W., Co.
Meyer & Wenthe, Inc.
STEWART, R. A., & CO., INC.

Second Sheets

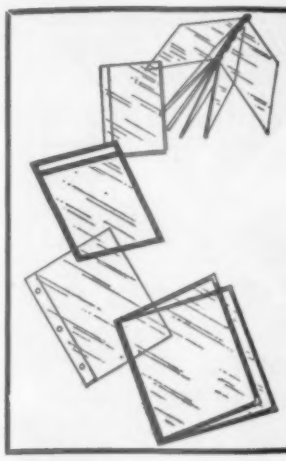
(See Paper, Second Sheets)

Second Sheets (Pre-Fixed)

(See Carbon Sets, Carbon and Second Sheet)

Security Chests

(See Chests, Security)



PLASTIC ADvertising and Plastic Sheet Products

- Printed Plastic Advertising Specialties
- Convention Badge Holders
- Shirt Pocket Protectors
- Identification Card Cases
- Loose Leaf Sheet Protectors
- Billfold Inserts WIRE-O-BOUND
- Plastic Holders
- Factory Holders, etc., etc.

Special Plastic Sheet Products Made to Order

SEND FOR LATEST CATALOGS

PLASTIC AD CO.

1 LOWELL ST., BOSTON 14, MASS.

Settees (Metal, Upholstered)

ARD MFG. CO., INC.
Blair Aluminum Furniture Co.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Emeco Corp.
General Fireproofing Co.
Globe-Wernicke Co.
PRECISION MFG. CO.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
SECURITY STEEL EQUIPMENT CORP.
Thomas Furniture Co.
Troy Sunshade Co.
U. S. Chaircraft Mfg. Corp.
Waco Products, Inc.

Settees (Wood, Plain)

American Fixture & Mfg. Co.
Garland Furniture Co.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
Johnson Chair Co.
MARBLE, B. L., CHAIR COMPANY
Milwaukee Chair Co.
Sikes Co., Inc.

Settees (Wood, Upholstered)

American Fixture & Mfg. Co.
Beaver Furniture Corp.
Berkey Leather Furniture Corp.
BRIGHT CHAIR CO., INC.
Buckstaff Co.
CARLTON-SURREY, INC.
Congress Chair Co., Inc.
Decker, Isaac C., Inc.
Garland Furniture Co.
Great Lakes Furniture Co.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
Huntington Chair Corporation
JASPER CHAIR CO.
JASPER SEATING CO.
KENMAR MFG. CO.
Lawsonia Mfg. Co., Inc.
Lehigh Furniture Corp.
MARBLE, B. L., CHAIR COMPANY
Milwaukee Chair Co.
Modernize, Inc.
Monarch Furniture Co., Inc.
National Furniture Mfg. Co., Inc.
NIEMANN, INC.
Princeton Upholstery Co., Inc.
Scerbo, Frank, & Sons, Inc.
Sikes Co., Inc.
Stanley Mfg. Co.
Stow & Davis Furniture Co.
Taylor Chair Co.
Thomas Furniture Co.
Worden Co.
Young Chair Co.

Sharpeners (Pencil)

(See Pencil Sharpeners)

. . . for information
on products or trade names not included here write to OFFICE APPLIANCES
• SERVICE BUREAU

Sheet Holders

(See Holders, Sheet)

Sheet Protectors

Abco Plastic & Supply Co.
AIGNER INDEX CO.
AMBERG FILE & INDEX CO.
American Kleer-Vu Plastics, Inc.
Barrett Bindery Co.
BLANK, ARTHUR, & CO., INC.
Buchan Loose Leaf Records Co.
CEL-U-DEX CORP.
COOKS', INC.
ELBE FILE & BINDER CO., INC.
Forbes Products Corp.
Guedon Co.
Kingsbacher-Murphy Co.
Kirk Plastic Co.
Loose Leaf House
Markllo
Major Services
McMillan Book Co.
MEIER, JOSHUA, CO., INC.
Melind, Louis, Co.
Plastic Fabricators Co.
Plastic Service Co.
Rochester Wire-O Binding, Inc.
Sheppard, C. E., Co.
Simon Products Co.
SMEAD MFG. CO., INC.
Star Loose Leaf Co., Inc.
Transparent Specialties Corp.
Vita Specialties Co.
WILSON JONES CO.

Shelf Boxes (Stationers')

(See Boxes, Shelf, Stationers')

Shelf Label Holders

(See Label Holders—Shelf, Drawer)

Shelving (Library)

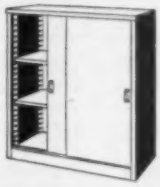
(See Furniture, Library)

Shelving (Steel)

ALL-STEEL EQUIPMENT INC.
BENTSON MFG. CO.
BERGER MFG. DIVISION
Bernard Franklin Co., Inc.
BORROUGHS MFG. CO.
Bulman, E. O., Mfg. Co., Inc.
CASPER, IRWIN, INC.
Clark, R. K., Co.
Cline, K. F., Co., Inc.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Equipto Div., Aurora Equipment Co.
Estey Metal Products, Inc.
Evans Metal Products Inc.
Fort Steuben Metal Products Co.
Frontier Mfg. Co.
Gardner Mfg. Co.
General Fireproofing Co.
Globe-Wernicke Co.

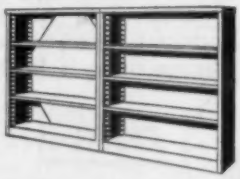
BORROUGHS PRODUCTS

"Here's a money making line, lads . . . better get acquainted!"

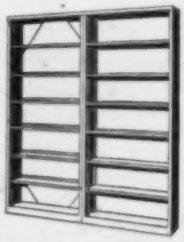


SLIDING DOOR STORAGE CABINETS

WRAP RACKS



BOOKCASES AND STORAGE UNITS



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INDUSTRIAL SHELVING

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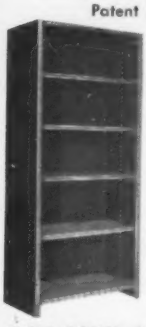
Subsidiary of the American Metal Products Company

3002 NORTH BURDICK
KALAMAZOO, MICHIGAN

LYON SHELVING

Patent No. 2,604,213



Strong, Efficient Storage Equipment

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OPEN, CLOSED, BIN, COUNTER, AND TOOL ROOM TYPES

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COMPLETELY ADJUSTABLE

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Write for Catalog or see your Lyon dealer.

SHELF BOXES & INSERTS AVAILABLE

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- Economy Locker Racks
- Revolving Bins
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- Bin Units
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- Display Equipment
- Hanging Cabinets
- Tool Stands
- Service Carts
- Hopper Bins
- Parts Cases
- Filing Cabinets
- Cabinet Benches
- Folding Chairs
- Drawing Tables
- Flat Drawer Files
- Tool Trays
- Shop Desks
- Stools
- Storage Cabinets
- Bench Drawers
- Work Benches
- Drawer Units
- Tool Boxes
- Sorting Files
- Tables

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Speed and ease in reaching high spots in STOCK BIN, TOOL CRIB, FILE ROOM or other storage space is important.

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- It is fast moving and popular
- Liberal dealer discounts assure profits

Write today

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70 East 45th Street, New York 17, N. Y.

Shelving (Steel)

(Continued from page 255)

Hirsh, S. A., Mfg. Co.
Hope Metal Products, Inc.
Interior Steel Equipment Co.
Jayem Sales Corp.
Lennox Metal Mfg. Co., Inc.
LYON METAL PRODUCTS, INC.
Midland Manufacturing, Inc.
Midwest Metal Mfg. Co.
MODERN STEELCRAFT, INC.
NEIMAN STEEL EQUIPMENT CO., INC.
Neubauer Mfg. Co
Otis Steel Products Co.
Penn Metal Corp. of Penna.
Remington Rand Inc.
Remle Corp.
Royal Metal Mfg. Co.
Sarvis Mfg. Co.
SECURITY STEEL EQUIPMENT CORP.
Service Steel Products Corp.
Shiloh Metal Products Co.
Simplex Metal Products, Inc.
STAR STEEL EQUIPMENT CO., INC.
Steel Furniture Mfg. Co.
Supreme Steel Products, Inc.
TOP FLIGHT PRODUCTS CO., INC.
Universal Steel Equipment Corp.
Virginia Metal Products, Inc.

Shelving (Wood)

BANKERS BOX CO.
(See Catalog Inserts, Pages 39-40, 165-168)
CASPER, IRWIN, INC.
Excellent Cabinet Works Co.
Great Lakes Store & Office Fixture Co.
LYON METAL PRODUCTS, INC.
Myrtle Desk Co.
Sarvis Mfg. Co.
Store-Kraft Mfg. Co.
Weber Showcase & Fixture Co., Inc.

Shelving Steps

NARVA PRODUCTS, INC.

Shields (Erasing)

(See Erasing Shields, Typewriter)

Shipping Room Supplies

(See Specific Product Desired)

Shock Absorbers (Typewriter)

(See Pads, Typewriter)

Shoes (Furniture)

(See Caster Cups)

Shorthand Machine Supplies

Kirk Brevitype Corp.
Pengad Mfg. Co.
Stenographic Machines, Inc.
Stenotype Co.
Stenotype Supplies Co.

Shorthand Machines

Kirk Brevitype Corp.
Stenographic Machines, Inc.
Stenotype Co., The
Sweeney, Joseph Lee

Show Card Colors, Inks

American Art Clay Co.
American Crayon Co.
Art Crayon Co., Inc.
BINNEY & SMITH INC.
Botts Mfg. Co.
BRADLEY, MILTON, CO.
Carter's Ink Co.
Craftint Mfg. Co.
Davids, Thaddeus, Ink Co., Inc.
Davids, W. I., & Co.
Favor, Ruhl & Co.
Floquil Products, Inc.
Grumbacher, M., Inc.
HUNT, C. HOWARD, PEN CO.
Nobema Products Corp.
Sanford Ink Co.
Speedry Products, Inc.

NEIMAN STEEL EQUIPMENT CO., Inc.
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It's New

● Puts wasted wall space to work. Papers come off the crowded desk, into this ingenious Wall Rack. Use to hold books or papers frequently referred to. Identification labels can be put on bows. All aluminum, fastens securely to wall. Light, durable, holds over 40 lbs. Comes complete with double hanging frame and drive nails.

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BIG DEALER PROFIT

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Weber Costello Co.
Weber, F., Co., Inc.

Showcard and Poster Board

(See Illustration Boards, Bristols)

Showcases

(See Fixtures, Store, Showcases

Shredding Machines (Paper)

(See Paper Shredders)

Sign Making Kits (Rubber Type)

(See Printing Outfits, Rubber Type)

Sign Making Machines

Embosograph Corp. of America
Morgan Co.

Signals (Index Card)

Automatic File & Index Co.
BOORUM & PEASE CO.
CEL-U-DEX CORP.
Cook, H. C., Co.
Dunleavy Co.
EZYINDEX PRODUCTS CORP.
Filing Equipment Bureau, Inc.
GRAFF, GEORGE B., CO.
Index Sales Corp.
Prudon Specialty Mfg. Co.
Remington Rand Inc.
Smith, Charles C., Inc.
Super Vision, Inc.
U-File-M Binder Mfg. Co., Inc.
Yawman and Erbe Mfg. Co.

Signals (Keyhole, Safety Deposit Box)

Hampden Mfg. Co., Inc.
MOSLER SAFE CO.

Signals (Visible Record)

Acme Visible Records, Inc.
Automatic File & Index Co.
CEL-U-DEX CORP.
Cook, H. C., Co.
EZYINDEX PRODUCTS CORP.
Filing Equipment Bureau, Inc.
Globe-Wernicke Co.
GRAFF, GEORGE B., CO.
Index Sales Corp.
Remington Rand, Inc.
Sheppard, C. E., Co.
Smith, Charles C., Inc.
Stationers Loose Leaf Co.
U-File-M Binder Mfg. Co., Inc.
VICTOR SAFE & EQUIPMENT
Visirecord, Inc.
Vue-Fax Corp.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Signature Books

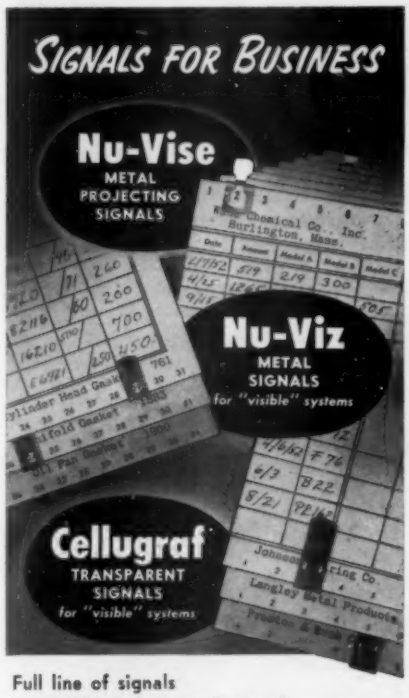
(See Books, Blotter)

Signature Machines

Addressograph-Multigraph Corp.
International Autopen Co.
Cummins-Chicago Corp.
Signature Co.
Waterman Pen Co., Inc.

Signs (Changeable Letter)

ACME BULLETIN & DIRECTORY BOARD CORP.
Acromark Co.
Adams, S. G., Co.,
AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.



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Twelve colors available. Special colors, sizes, printed and punched signals upon request. Write for free circular.

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Topflight Tape Co.
U. S. Bronze Sign Co., Inc.
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Signs (Decalcomania)

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Duro Decal Co., Inc.
Krengel Mfg. Co., Inc.
Meyercord Co.
National Decalcomania Corp.
Palm Bros. Decalcomania Co.

Signs (Electric, Interior)

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DAVENPORT, A. C., & SONS, INC.
Metallic Arts of New England, Inc.
Plastic Service Co.
Stafford Mfg. Co., Inc.

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Anderson & Sons, Inc.
Artmor Plastics Corp.
Bank Products Co.
BANKERS & MERCHANTS, INC.
Bildey Products Corp.
Clark, R. W., Mfg. Co.
DAVENPORT, A. C., & SON, INC.
Kutch, Walter E., Co.
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Sarvis Mfg. Co.
Stafford Mfg. Co., Inc.
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Dorman, J. F. W., Co.
Erco Mfg. Co.
International Bronze Tablet Co., Inc.
Kutch, Walter E., Co.
Matthews, James H., & Co.
Michaels Art Bronze Co., Inc.
Newman Bros., Inc.
Pan American Bronze Co.
Supersine Co. of America
Tablet & Ticket Co.
U. S. Bronze Sign Co., Inc.

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ABBOTT COIN COUNTER CO.
Adams, S. G., Co.
Anderson & Sons, Inc.
BANKERS & MERCHANTS, INC.
Erco Mfg. Co.
Irwin-Hodson Co.
Matthews, James H., & Co.
Pan American Bronze Co.
Stafford Mfg. Co., Inc.
Stello Products Co.
Supersine Co. of America
U. S. Bronze Sign Co., Inc.
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Erco Mfg. Co.
Gibson, A. C., Co., Inc.
Pan American Bronze Co.
Pannier Corp.
Stafford Mfg. Co., Inc.
Stello Products Co.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
U. S. Bronze Sign Co., Inc.

Signs (Stock, Bronze)

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Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Anderson & Sons, Inc.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Erco Mfg. Co.
Gibson, A. C., Co., Inc.
Hanson, C. H., Co.
Kutch, Walter E., Co.
Meyer & Wenthe, Inc.
Pan American Bronze Co.
Pannier Corp.
Spencer, S. M., Mfg. Co.
Stafford Mfg. Co., Inc.
U. S. Bronze Sign Co., Inc.
U. S. Changeable Sign Co.
Wendell-Northwestern, Inc.

Signs (Stock, Cardboard)

Adams, S. G., Co.
ASSOCIATED STATIONERS SUPPLY CO.
Embosograf Corp. of America
Stafford Mfg. Co., Inc.
Wansco Paper Products Co., Inc.

Signs (Stock, Metal, Enameled)

Acromark Co.
Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Dayton Stencil Works Co.
Etching Co. of America
Gibson, A. C., Co., Inc.
Hanson, C. H., Co.
Irwin-Hodson Co.
Mathews Co.
Meyer & Wenthe, Inc.
Stafford Mfg. Co., Inc.
Stello Products Co.
STEWART, R. A., & CO., INC.

Signs (Stock, Plastic)

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Adams, S. G., Co.
Allied Mercantile Co.
AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Bildey Products Corp.
BLANK, ARTHUR, & CO., INC.
Consolidated Stamp Mfg. Co., Inc.
Dixie Rubber Stamp & Seal Co.
Gits Molding Corp.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
Kutch, Walter E., Co.
Parisian Novelty Co.
Plastic Fabricators Co.
Plastic Service Co.
Spencer, S. M., Mfg. Co.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.

Silencing Cabinets (Office Machine)

(See Cabinets, Office Machine, Silencing)

Sleeve Protectors

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Angler's Products Co.
Barwel Mfg. Co., Inc.
BLANK, ARTHUR, & CO., INC.
Budlew Products Co.
COOK'S, INC.
Dr. Scat Chemical Co.
Florence Textile Products
Guedon Co.
Holson Binders, Inc.
Miller Products Co., Inc.
Plastext Co.
Plastic Service Co.
Protex Product Sales Co.
Robert Mfg. Co.
Shank Leather Goods Co.
Stationers Specialty Corp.
U. S. Envelope Co.
Vita Specialties Co.

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Bruning, Charles, Co., Inc.
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Charvox-Roos Corp.

Do your work in
"SHORTER" Time
"SHORTER" Space at
"SHORTER" Cost

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FILING
BILLING
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SORTS • ALPHABETICALLY
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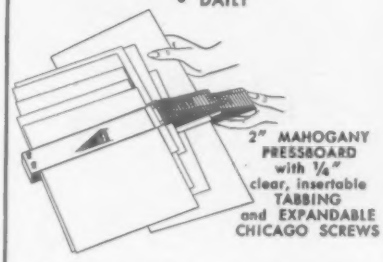

#25-61—25 Division—for cheques and slips $5.45
#25-1—25 Division—general use $5.95
#31-10I—31 Division—general use $6.95
#50-10I—50 Division—special use $10.95

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Faber, A. W.—Castell Pencil Co., Inc.
Gilson Slide Rule Co.
Guedon Co.
Keuffel & Esser Co.
Pease, C. F., Co.
Pickett & Eckel, Inc.
Post, Frederick, Co.
Tavella Sales Co.
Warren-Knight Co.
Weber, F., Co.
Weil, J. H., & Co.

Slip Sheeters

(See Duplicator Slip Sheeters)

Smoking Stands

(See Ash Stands)

Soap and Dispensers (Granulated)

Bowman Specialty Co.
Columbia Chemical Co., Inc.
Gits Molding Corp.
Huntington Laboratories, Inc.
Magnus Chemical Co., Inc.
Packwood, G. H., Mfg. Co.

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BARCO CHEMICAL PRODUCTS CO.
Columbia Chemical Co., Inc.
Gits Molding Corp.
Huntington Laboratories, Inc.
Krayer Mfg. Co.
Magnus Chemical Co., Inc.
Pioneer Mfg. Co.

Social Security Forms and Systems

(See Forms, Social Security)

Sofas (Upholstered)

(See Furniture, Full Upholstered, Wood Frame)

Solvents (Typewriter)

(See Cleaning Bath, Typewriter)

Sorters (Check)

AMBERG FILE & INDEX CO.
Associated Industrial Designers
Baker Check Tray Co.
COOK'S, INC.
Currier Mfg. Co.
Dash Metal Products Co.
Duplex Sorter Co.
Kohlhaas Co., The
Le Febure Corp.
NU-CRAFT PRODUCTS CO.
RECORDPLATE CO.
Remington Rand Inc.
Savasort Co.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Sortergraf Co.
Speedo-Sort Co.
Strayer Coin Bag Co.
Ulrich Planfiling Equipment Corp.
VICTOR SAFE & EQUIPMENT
Yawman and Erbe Mfg. Co.

Sorters (Correspondence, Etc., Flat Type)

(See Also Cabinets, Pigeon-Hole; Distributors, Envelope, Letter, Statement; Work Distributors)

AMBERG FILE & INDEX CO.
Associated Industrial Designers
COOK'S, INC.
Duplex Sorter Co.
Geller, J. R., Co.
Globe-Wernicke Co.
Rate Service Bureau
RECORDPLATE CO.
Remington Rand Inc.
Savasort Co.
Sortergraf Co.
Speedo-Sort Co.
Work-Organizer Specialties Co.

Sorters (Correspondence, Etc., Upright Type)

Adams S. G., Co.
Associated Industrial Designers
Automatic File & Index Co.
Dehler Mfg. Co., Inc.
Duplex Sorter Co.
Kohlhaas Co.
LeFebure Corp.
LIT-NING PRODUCTS CO.
MAYER MFG. CO.
Remington Rand Inc.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Sortergraf Co.
STEEL PARTS MFG. CO.
Strayer Coin Bag Co.
VICTOR SAFE & EQUIPMENT
Yawman and Erbe Mfg. Co.

Sorting Devices (Card, Rod Type)

(See Card Sorting Systems, Rod Type)

Sorting Machines (Coin)

(See Coin Sorters)

Sorting Machines (Punched Card)

(See also Card Sorting Systems, Rod Type)

International Business Machines Corp.
Remington Rand Inc.
Samas Punched Card Div

Sorting or Posting Trays

(See Trays, Sorting)

Sorting Racks (Mail)

(See Racks, Mail Sorting)

Speaker's Stands

(See Lecterns)

Spirit Duplicators

(See Duplicators, Spirit)

Sponge Cups

BAINBRIDGE, KIMPTON & HAUPT, INC.
Beaumont Co.
Canton Glass Co., Inc.
Gabe Mfg. Corp.
IDL MFG. & SALES CORP.
MAYFAIR CO.
Morris, Bert M., Co.
Northeastern Plastics, Inc.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Sneath Glass Co.
Weeks, Frank A., Mfg. Co.

Sponges

BARCO CHEMICAL PRODUCTS CO.
Du Pont, E. I., de Nemours & Co.
Firestone Rubber & Latex Products Co.
Gabe Mfg. Corp.
Goodrich, B. F., Co.
IDL MFG. & SALES CORP.
Nassau Sponge Co.
Schroeder & Tremayne, Inc.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Weeks, Frank A., Mfg. Co.

Spot Carbonizing

Accurate Sales Book Co.
American Business Systems
American Carbon Paper Mfg. Co.
Buckeye Ribbon & Carbon Co.
Consolidated Business Systems, Inc.
E-Z Sort Systems, Ltd.
Gilkey, W. S., Printing Co.
Martell, A. E., Co.
McBee Co.
Moore Business Forms, Inc.
Rediform Division
Reynolds & Reynolds Co.
Rotary Printing Co.
Sheppard, C. E., Co.
Transkrit Corp.
U. S. CARBON & RIBBON MFG. CO., INC.
Watt & Gillogly, Inc.
Workman Mfg. Co.

Stamp Affixers

Commercial Controls Corp.
OFFICE ACCESSORIES CORP.
Pitney-Bowes, Inc. (Combined with Sealer)

Stamp Albums

(See Albums, Stamp)

Stamp Boxes

(See Boxes, Postage Stamp)

SP's STEEL-PARTS

Family of Time and Money Saving OFFICE APPLIANCES!

Durable All-Steel Construction

Waste Baskets • Desk Trays • Desk File Cabinets
Desk Sorters • Utility Tables • Typewriter Tables
Portable File Cabinets • File Stools
File Frames for Hanging Folders
Office Machine Stands

Write for prices and 12 page color catalog showing S-P's entire line of time and money saving office appliances.

STEEL-PARTS MANUFACTURING CO.
A Division of Blackstone Manufacturing Co., Inc.
4630 W. Harrison Street • Chicago 44, Illinois

Stamp Holders and Dispensers

(See Dispensers, Stamp)

Stamp Pads

(See Pads, Rubber Stamp)

Stamp Racks

(See Racks, Rubber Stamp)

Stamp Vending Machines

Commercial Controls Corp.
Postage Stamp Machine Co.
Schermack Products Corp.

Stamps (Rubber)

(See Rubber Stamps)

Stamps (Time)

(See Time Stamps)

Standing Mats (Rubber)

(See Mats, Standing, Rubber)

Stands (Billing, Bookkeeping Machine)

ART STEEL SALES CORP.
Cramer Posture Chair Co., Inc.
Flewelling, L. C., Co.
HARTER CORP.
Karl Mfg. Co.
Le Febure Corp.
Maso Steel Products
MEILINK STEEL SAFE CO.
Metalstand Co.
POSTING EQUIPMENT CORP.
Sherman-Manson Div.
Shipman-Ward Mfg. Co.
STEEL PARTS MFG. CO.
Tiffany Stand Co.
TOLEDO GUILD PRODUCTS, INC.
Toledo Metal Furniture Co.

Stands (Book)

(See Racks, Book)

Stands (Coat and Hat)

(See Costumers; Also Racks, Hat and Coat)

Stands (Dictionary, Metal)

Duplex Book Stand Co.
Franklin Table Co.
HASKELL, INC.
Karl Mfg. Co.
Ken-Ro-Bil Corp.
MODERN STEELCRAFT, INC.
Sherman-Manson Div.

Stands (Dictionary, Wood)

Beckley-Cardy Co.
Franklin Table Co.
Gaylord Bros., Inc.
Hanes Chair & Furniture Co., Inc.
IDEAL SCHOOL SUPPLY CO.
Kelley-Mennes Mfg. Co.
MERRIAM, G. & C., CO.
QUIGLEY FURNITURE CO.
Remington Rand Inc.
RISHEL, J. K., FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
Seaburg Mfg. Co.
STATIONERS MFG. CO.
STEMPEL MFG. CO.

Stands (Duplicator)

(See Cabinets, Duplicator)

ALL METAL

OFFICE TABLE

HERE . . . is a basic office equipment table . . . proven popular . . . proven profitable . . . with over 200,000 in use!

HERE . . . are features that assure satisfaction & repeat sales! Modern design . . unusual strength with light weight . . . channel legs . . . rounded edges . . . rigid bracing . . . self-locking wings . . . compact . . . easy portability!

HERE . . . are the specifications . . . Model No. 1005 . . . work area 34" x 15" . . . Ht. 26¼" . . . available in baked-on office grey or green enamel . . . all heavy guage steel, shipped knocked-down in individual cartons, shipping weight — 14 lbs.

Important . . . Order Now!

TOLEDO GUILD PRODUCTS INC.
TOLEDO OHIO U.S.A.
MADE IN U.S.A.

228 FASSETT ST.
TOLEDO 5, OHIO

Stands (Posting)

(See Trays, Posting)

Stands (Reading)

(See Racks, Reading)

Stands (Smoking)

(See Ash Stands; Ash Trays)

Stands (Telephone, Metal)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
DOLIN METAL PRODUCTS, INC.
Durable Metal Products Co.
Geller, J. R., Co.
General Fireproofing Co.
Globe-Wernicke Co.
Halverson Specialty Sales
HASKELL, INC.
INVINCIBLE METAL FURNITURE CO.
Ken-Ro-Bil Corp.
Metalstand Co.
ORNA-METAL, INC.
PEERLESS STEEL EQUIPMENT CO.
Rockway Products Co. (Portable)
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Yawman and Erbe Mfg. Co.

Stands (Telephone, Wood)

Alma Desk Co.
Avalon Products, Inc.
CARLTON-SURREY, INC.
Central Desk Mfg. Co.
Donie Chair & Mfg. Co., Inc.
DORO MFG. CO.
Excellent Cabinet Works Co.
Executive Furniture Co.
Flewelling, L. C., Co.
Great Lakes Furniture Co.
Hanes Chair & Furniture Co., Inc.
Hiebert's, C., Cabinet & Fixture Co.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
(See Catalog Insert, Pages 111-112)
JASPER OFFICE FURNITURE CO.
Kenwood Corp.
Leopold Co.
M. J. S. FURNITURE DISTRIBUTORS, INC.
Myrtle Desk Co.
Nucraft Furniture Co.
QUIGLEY FURNITURE CO.
RISHEL, J. K., FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
Seaburg Mfg. Co.
Shelbyville Desk Co.
Sloane, W. & J.
STATIONERS MFG. CO.
STEMPEL MFG. CO.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.
TOLEDO GUILD PRODUCTS, INC.
Wells Furniture Mfg. Co.
Worden Co.

Stands (Typewriter, Metal)

(See also Swinging Shelf Attachment, Desk)

Advance Industries
Ames Supply Co.
Angle Steel, Inc.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
ASSOCIATED STATIONERS SUPPLY CO.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
Cramer Posture Chair Co., Inc.
Dixie Chrome Products, Div.
DORSET STEEL EQUIPMENT CO.
Flewelling, L. C., Co.
HARTER CORP.
Halverson Specialty Sales
HASKELL, INC.
International Business Machines Corp.
Karl Mfg. Co.
Ken-Ro-Bil Corp.

KOL, INC.
Lennox Metal Mfg. Co., Inc.
Marshallan Mfg. Co.
Maso Steel Products
MAYFAIR CO.
MEILINK STEEL SAFE CO.
Metalstand Co.
MODERN STEELCRAFT, INC.
POSTING EQUIPMENT CORP.
Remington Rand Inc.
Riteform Chair Co., Inc.
Sherman-Manson Div.
Shipman-Ward Mfg. Co.
STEEL PARTS MFG. CO.
Tiffany Stand Co.
TOLEDO GUILD PRODUCTS, INC.
Toledo Metal Furniture Co.
Tri-Par Mfg. Co.
Tubular Specialty Mfg. Co.
Vanpe, Inc.
Weber Bros. Metal Works
Welch Industries

Stands (Typewriter, Wood)

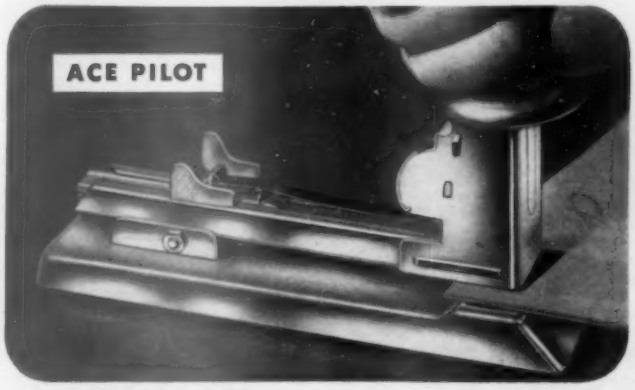
(See also Swinging Shelf Attachment, Desk)

Donie Chair and Mfg. Co., Inc.
Flewelling, L. C., Co.
Hanes Chair & Furniture Co., Inc.
JASPER TABLE CO., INC.
QUIGLEY FURNITURE CO.
Remington Rand Inc.
RISHEL, J. K., FURNITURE CO.
STANDARD FURNITURE CO.
STEMPEL MFG. CO.
Welch Industries
Wells Furniture Mfg. Co.

Stands (Umbrella)

Biltwell Products Co.
Eastern Metal Spinning Co.
ERIE ART METAL CO., INC.
Glaro Machine Products Co., Inc.
Ken-Ro-Bil Corp.
QUIGLEY FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
Tubecrafters Sales Division
VOGEL-PETERSON CO.

Top Performance Is *Certain* With ACE STAPLING EQUIPMENT!



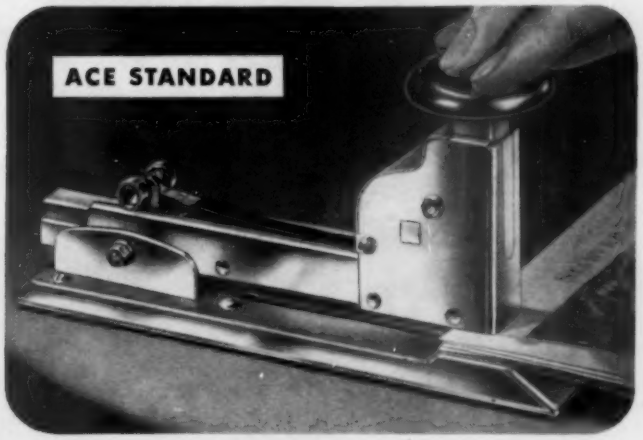
The ACE PILOT has proved its superiority with *millions* of satisfied users the world over. Staples and pins. Loads 210 standard size Staples.

The ACE SCOUT is a top quality, long-lived Stapling Machine at a low price. Gives perfect performance. Loads 105 No. 200 Ace Scout Staples.

ABOVE: ACE STAPLES give you finest uniform quality, and performance . . fit all standard size Staplers.

BELOW: ACE STAPLE REMOVER snaps out clinched Staples instantly. Durable, efficient, attractive.

The ACELINER is the world's finest, most attractive 4-way Stapler . . handfastens, staples, pins, tacks. Loads 210 Aceliner Staples No. 2025.



ABOVE: The ACE STANDARD is famous for endurance. Gives perfect *lifetime* performance! Uses standard Staples.

BELOW: The ACE CLIPPER Stapling Pliers saves time and money for florists, dry cleaners, stores, schools, factories, offices. Loads 210 Ace Clipper No. 700 Staples.

Any ACE product will *positively* perform smoothly and efficiently year in and year out, with watch-like precision. Millions are now used the world over. Feature the full ACE line. It *pays*!

SOLD THROUGH DEALERS EXCLUSIVELY

The WORLD'S FINEST

ACE®

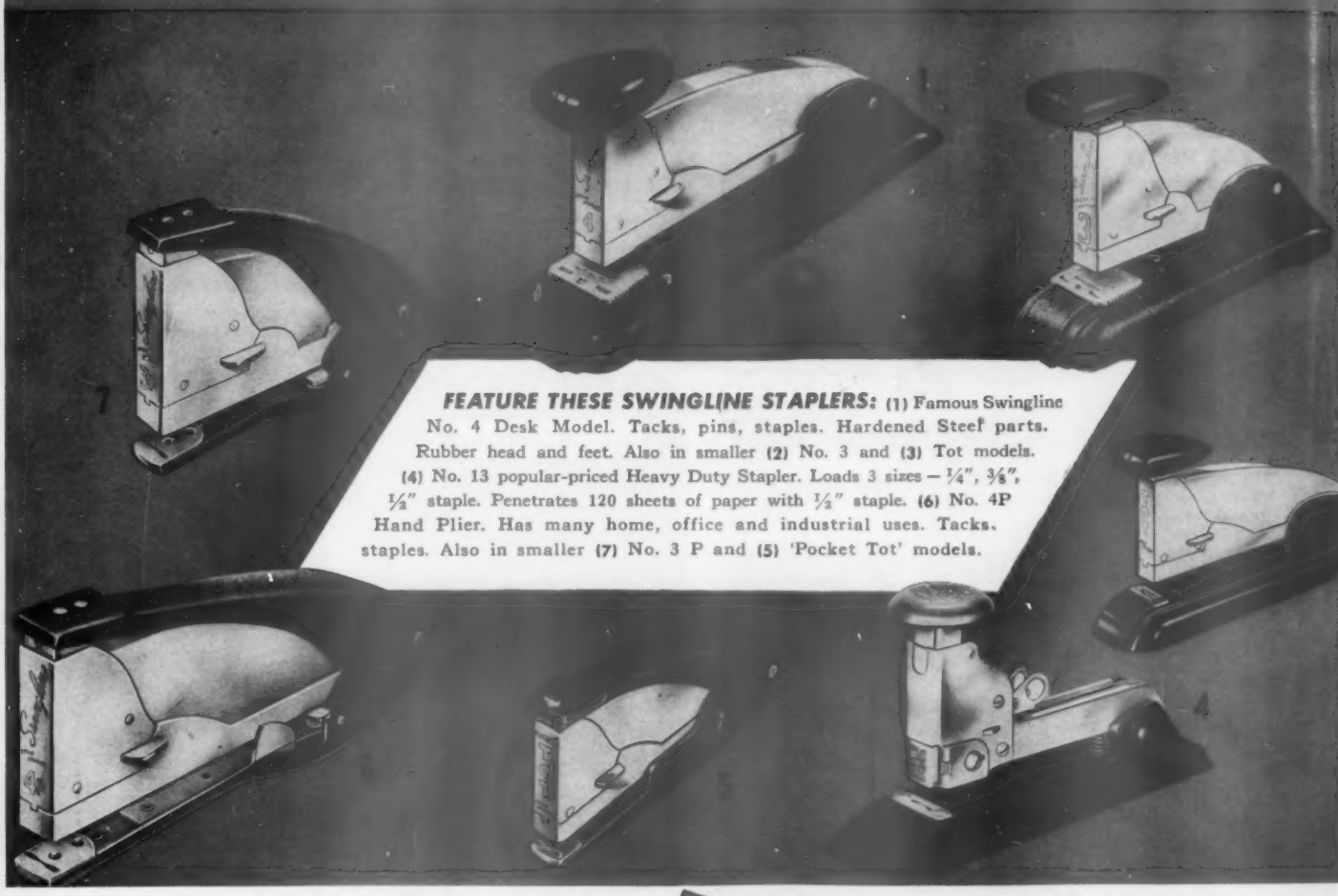
Stapling Machines for Every Purse and Purpose

The WORLD'S FINEST

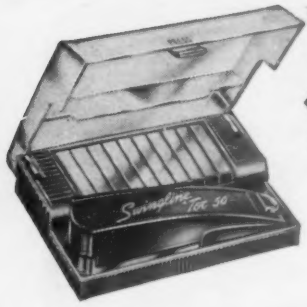
ACE FASTENER CORPORATION • 3415 NORTH ASHLAND AVENUE • CHICAGO 13

IN CANADA: ACE FASTENER (CANADA) LTD., 6705 UPPER LACHINE ROAD, MONTREAL 28 • 770 DU PONT ST., TORONTO 4

Swingline . . . a name you can depend on



FEATURE THESE SWINGLINE STAPLERS: (1) Famous Swingline No. 4 Desk Model. Tacks, pins, staples. Hardened Steel parts. Rubber head and feet. Also in smaller (2) No. 3 and (3) Tot models. (4) No. 13 popular-priced Heavy Duty Stapler. Loads 3 sizes — ¼", ⅜", ½" staple. Penetrates 120 sheets of paper with ½" staple. (6) No. 4P Hand Plier. Has many home, office and industrial uses. Tacks, staples. Also in smaller (7) No. 3 P and (5) 'Pocket Tot' models.



"Tot 50"

STAPLING KIT

Thousands of uses in the home, school, office, playroom. Complete with 1,000 staples in attractive plastic kit.

SPEEDPOINT STAPLES

IN NEW PLASTIC RE-USE BOX AT NO EXTRA COST

Pointed extra sharp for greater penetration.
Best refills for all standard staplers.

SPEED products company, inc.

32 01 QUEENS BLVD. • LONG ISLAND CITY 1, N. Y.

SPEED Swingline

Staple Removers

ACE FASTENER CORP.
American Machine Works, Inc.
APSCO PRODUCTS, INC.
ARROW FASTENER CO., INC.
Bates Mfg. Co.
Bostitch, Inc.
Burgess Fastening Co.
Hotchkiss, E. H., Co.
IDL MFG. & SALES CORP.
Kenworth Mfg. Co.
MARKWELL MFG. CO., INC.
METAL SPECIALTIES MFG. CO.
Mutual Stationers Supply Corp.
SPEED PRODUCTS CO., INC.
VAIL MFG. CO.
WILSON JONES CO.

Staplers (Desk, Electric)

Bates Mfg. Co.
Bostitch, Inc.
Burgess Fastening Co.
Staplex Co.

Staplers (Desk, Hand)

ACE FASTENER CORP.
APSCO PRODUCTS, INC.
ARROW FASTENER CO., INC.
Bates Mfg. Co.
Bostitch, Inc.
Bump Paper Fastener Co. (Clipless)
Burgess Fastening Co.
Fastener Corp.
Heller Co.
Hotchkiss, E. H., Co.
Lansdale Products Corp. (Clipless)
MARKWELL MFG. CO., INC.
METAL SPECIALTIES MFG. CO.
Neva-Clog Products, Inc.
SPEED PRODUCTS CO., INC.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
VAIL MFG. CO.
WILSON JONES CO.

Staplers (Industrial)

Acme Staple Co.
ARROW FASTENER CO., INC.
Bates Mfg. Co.
Bostitch, Inc.
Burgess Fastening Co.
Fastener Corp.
Heller Co.
Majestic Staple Co.
MARKWELL MFG. CO., INC.
Precision Staple Corp.
SPEED PRODUCTS CO., INC.
VAIL MFG. CO.

Staplers (Plier Type)

ACE FASTENER CORP.
ARROW FASTENER CO., INC.
Bostitch, Inc.
Burgess Fastening Co.
Heller Co.
Hotchkiss, E. H., Co.
MARKWELL MFG. CO., INC.
Neva-Clog Products, Inc.
SPEED PRODUCTS CO., INC.
VAIL MFG. CO.
WILSON JONES CO.

Staplers (Tacking, Stapling Combination)

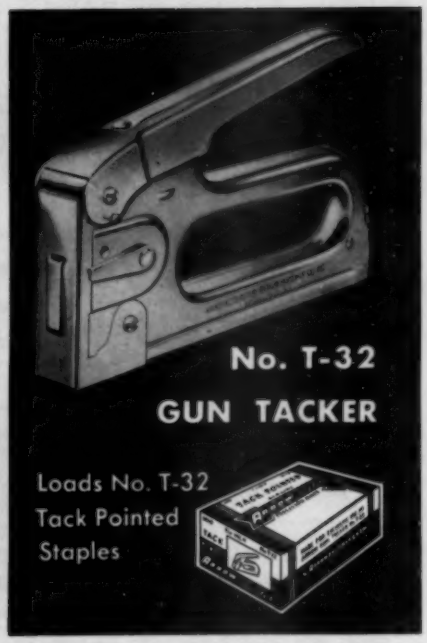
(See also Tacking Machines)

ACE FASTENER CORP.
ARROW FASTENER CO., INC.
Bates Mfg. Co.
Bostitch, Inc.
Burgess Fastening Co.
Heller Co.
Majestic Staple Co.
MARKWELL MFG. CO., INC.
METAL SPECIALTIES MFG. CO.
Precision Staple Corp.
SPEED PRODUCTS CO., INC.
VAIL MFG. CO.
WILSON JONES CO.

Staples (Industrial)

Acme Staple Co.
All Type Staple Co.
ARROW FASTENER CO., INC.
Bates Mfg. Co.
Bostitch, Inc.
Burgess Fastening Co.
Fastener Corp.

ARROW
PRECISION LOCKED
STAPLERS, TACKERS, PLIERS
THE LINE OF DEPENDABILITY



OTHER ARROW STAPLERS FOR EVERY PURPOSE — IN EVERY PRICE RANGE
SOLD ONLY THROUGH THE TRADE

ARROW FASTENER COMPANY, INC.
ONE JUNIUS STREET, BROOKLYN 12, N. Y.

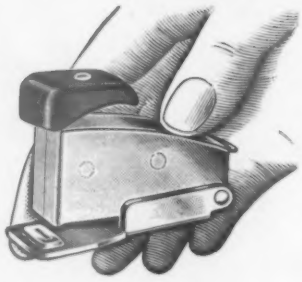
◄ SEE PAGES 4 TO 21 FOR ADDRESSES; PAGES 291 TO 322 FOR TRADE NAMES ►

PRESTO "MAGIC-PROFIT" PRODUCTS

World's most fool-proof

PERSONAL STAPLER

98c complete with staples

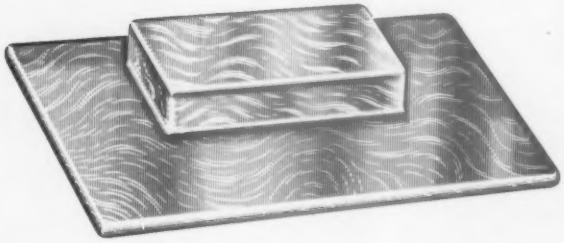


◄ **STAPLES & TACKS**

PRESTO #30

Pocket-size sensation. Sturdily built and so ingeniously constructed it is practically fool-proof. Swings open for use as a tacker. Individually mounted on colorful display card.

PRESTO #77 MAGNE-CLIP



"Clips and pins *Where* you want them *When* you want them!"

The center platform conceals a permanent magnet which holds clips and pins yet releases them at a touch. A revolutionary Desk Accessory. Finished in a marbleized mahogany plastic.

PRESTO #33 STREAMLINED STAPLER

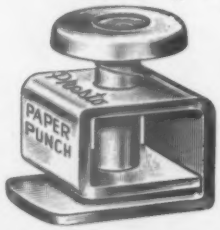
Famous for over 10 years!

Streamlined beauty that would do justice to a stapler far more expensive. Priced for volume turnover to students, small businesses and even the home . . . a *personal* Stapler.

PRESTO #42 STAPLE REMOVER

This colorful Remover holds the paper flat, eliminating tearing—the staple pops out quickly, *easily*.

PRESTO # 51-S PAPER PUNCH



The *original* Personal Paper Punch. Punches a ¼" hole automatically placed ¼" from paper's edge, making instant ring binder pages of maps, price lists and data of all kinds.

PRESTO #53-B ALL-PURPOSE PUNCH

Comes equipped with three heads but in split seconds can be adjusted for any combination from two-hole to seven-hole. A rich over-all rubber base cushions and quiets the operation. Presto No. 53-B is top value in light-duty punches. Fits in drawer or brief case.

PRESTO #52-D TWO-HOLE PUNCH

Popularly priced two-hole (2¾" center to center) punch. Meets many needs in school, shop or office.

Extra, sure profits with the Presto Line. Write for prices NOW.

METAL SPECIALTIES MFG. CO.

"Also Manufacturers of Star Gummed Tape Sealing Machines —Famous for Trouble-Free Operation"

1975 NORTH CORNELL AVENUE, MELROSE PARK, ILLINOIS

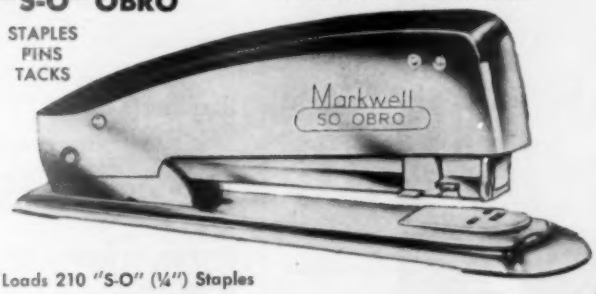
MARKWELL "Fasten-ating" STAPLERS

"In many localities 2 out of 3 staplers in use are Markwells."

"S-O" OBRO

INSTANTLY 100% ACCESSIBLE

STAPLES
PINS
TACKS



Loads 210 "S-O" (¼") Staples

REGULAR MODEL (Wrinkle finish).....$7.90*
DE LUXE MODEL (Chrome finish).....$9.50*

"SX" STA-PLYER

Brass Hammertone Finish

LIST PRICE
$4.60*

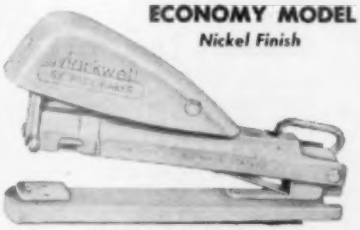
STAPLES & PINS
Loads 100 "SX" Staples

"Better staplers for more people at lower cost . . . since 1919."

"SX" PACEMAKERS

ECONOMY MODEL
Nickel Finish

LIST PRICE
$1.60*



STAPLES & TACKS

DE LUXE MODEL
Chromium Finish

LIST PRICE
$3.00*

STAPLES, PINS & TACKS

REGULAR MODEL
Grey Wrinkle Finish
List Price $2.00*

"MP3" & "MP4" SUPER STAPLER $9.75 *

"MP4" loads 157 round wire "P4A" (¼" leg) & "P4C" (⅜" leg) Staples
"MP3" loads 84 flat wire "P3A" (¼" leg) & "P3C" (⅜" leg) Staples

"MP3-CS" SUPER STAPLER $10.75 *

CARTON STITCHER WITH CUTTING BLADE

All models:
2⅝" throat
Can be converted for tacking.

- For assembling and closing cartons
- For cutting open cartons
- For removing staples from boxes
- For heavy duty fastening work

"RH" & "RU" TACKMASTER

LIST PRICE
$8.50

Gun Type Tacker

"RH" loads 140 "RH" type heavy Staples in 2 sizes
"RU" loads 200 "RU" type fine Staples in 2 sizes

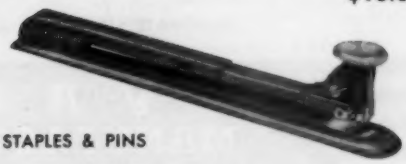
"Please write for dealer discounts."

* PRICES INCLUDE EXCISE TAX

"RF" STAPLE-SPAN

12" REACH

$18.00



STAPLES & PINS

Loads 250 Staples in 3 Lengths:
"RF" (¼"), "RFD" (5/16") & "RFL" (⅜")

MARKWELL MFG. CO., INC.

200 HUDSON STREET
NEW YORK 13, N. Y.

The Most Complete Line of High Quality Desk and Industrial Staples on Earth!

Write for full information concerning the new Victor desk stapler—today's best value in stapling machines.

For All Your Paper Fastening Needs . . .

DEMAND "MONARCH" BRAND

Clips • Pins • Fasteners • Thumb Tacks

IMMEDIATE SERVICE AT ATTRACTIVE PRICES

VAIL MANUFACTURING COMPANY

900 East 95th Street Chicago 19, Illinois

Staples (Industrial)

(Continued from page 263)

Heller Co.
Majestic Staple Co.
Neva-Clog Products, Inc.
No-Mek Pen Products
Precision Staple Corp.
SPEED PRODUCTS CO., INC.
Staplex Co.
United Staple Co., Inc.
VAIL MFG. CO.

Staples (Office)

ACE FASTENER CORP.
All Type Staple Co.
American Machine Works, Inc.
APSCO PRODUCTS, INC.
ARROW FASTENER CO., INC.
Bates Mfg. Co.
Bostitch, Inc.
Burgess Fastening Co.
Fastener Corp.
Heller Co.
Hotchkiss, E. H., Co.
Knox Steel & Wire Co.
Majestic Staple Co.
MARKWELL MFG. CO., INC.
METAL SPECIALTIES MFG. CO.
Neva-Clog Products, Inc.
Noesting Pin Ticket Co., Inc.
No-Mek Pen Products
Oakville Co.
Precision Staple Corp.
Prym, Wm., Inc.
SPEED PRODUCTS CO., INC.
Staplex Co.
Sufrin, I. & M.
Tip Top Mfg. Co.
United Staple Co., Inc.
VAIL MFG. CO.
WILSON JONES CO.

Statement Distributors

(See Distributors, Envelope, Letter, Statement)

Stationery (Air Mail)

Allen, T. V., Co.
Birmingham Paper Co.
Case Stationery Co., Inc.
EATON PAPER CORP.
Etchcraft Co.
Hall, Stuart, Co., Inc.
Hano Paper Co., Inc.
Montag Bros., Inc.
New England Stationery Co.
Northeast Mills Paper Co.
Powers Paper Co.
Reproducta
Rockmont Envelope Co.
Rytex Co.
Saxon Paper Corp.
Smith, E. Errett, Inc.
Valid Process Co.
Ward, Samuel, Mfg. Co.
White & Wyckoff Mfg. Co.
Whiting Paper Co.

Stationery (Boxed)

Allen, T. V., Co.
American Writing Paper Corp.
Birmingham Paper Co.
Cape Shore Paper Products
Case Stationery Co., Inc.
Crane & Co., Inc.
EATON PAPER CORP.
Gibson Art Co.
Hall, Stuart, Co., Inc.
Hano Paper Co., Inc.
Harrison-Simpson Co.
Lakeside Central Co.
Monogram of California
Montag Bros.
New England Stationery Co.
Northeast Mills Paper Co.
Powers Paper Co.
Reproducta
Rockmont Envelope Co.
Rytex Co.
Smith, E. Errett, Inc.
Ten Bamboo Studio
U. S. Envelope Co.
Vance, Hart, Co.
Wansco Paper Products Co., Inc.
Ward, Samuel, Mfg. Co.
White & Wyckoff Mfg. Co.
Whiting Paper Co.

Stationery (Business)

(See also Engravers, Cards, Letterheads)

EATON PAPER CORP.
Etchcraft Co.
Hall, J. C., Co.
Hano Paper Co., Inc.
Mills Envelope Co.
Monogram of California
Moore Business Forms, Inc.
New England Stationery Co.
Northeast Mills Paper Co.
Reynolds & Reynolds Co.
Rockmont Envelope Co.
Rubin's Corp.
Ten Bamboo Studio
U. S. Envelope Co.
Valid Process Co.
Wansco Paper Products Co., Inc.
Ward, Samuel, Mfg. Co.
Whiting Paper Co.

Stationery (Correspondence Notes)

Allen, T. V., Co.
California Artists
Cape Shore Paper Products
Case Stationery Co., Inc.
EATON PAPER CORP.
Gibson Art Co.
Hall, Stuart, Co., Inc.
Harrison-Simpson Co.
Montag Bros., Inc.
New England Stationery Co.
Personal Stationery Co.
Powers Paper Co.
Reproducta
Rockmont Envelope Co.
Rytex Co.
Smith, E. Errett, Inc.
Ten Bamboo Studio
Valid Process Co.
Vance, Hart, Co.
Ward, Samuel, Mfg. Co.
White & Wyckoff Mfg. Co.
Whiting Paper Co.

Stationery (Holiday)

Allen, T. V., Co.
EATON PAPER CORP.
Goes Lithographing Co.
Hall, Stuart, Co., Inc.
Heinicke-Fiegel Lithographing Co.
Montag Bros., Inc.
New England Stationery Co.
Powers Paper Co.
Rytex Co.
White & Wyckoff Mfg. Co.
Whiting Paper Co.

Stationery (Juvenile)

EATON PAPER CORP.
Montag Bros., Inc.
Powers Paper Co.
Rytex Co.
White & Wyckoff Mfg. Co.
Whiting Paper Co.

Stationery (Packaged Envelopes, Paper)

Case Stationery Co., Inc.
EATON PAPER CORP.
Hall, Stuart, Co., Inc.
Montag Bros., Inc.
New England Stationery Co.
Powers Paper Co.
Rockmont Envelope Co.
Rytex Co.
Valid Process Co.
Ward, Samuel, Mfg. Co.
White & Wyckoff Mfg. Co.
Whiting Paper Co.

Stationery (Personal)

EATON PAPER CORP.
Etchcraft Co.
Gibson Art Co.
Name-On Stationery & Greeting Card Co.
Personal Stationery Co.
Rytex Co.
Saxon Paper Corp.
Smith, E. Errett, Inc.
Standard Process Engraving Co.
Ten Bamboo Studio
Treasure Masters Corp.
Valid Process Co.
Vance, Hart, Co.
White & Wyckoff Mfg. Co.
Whiting Paper Co.

REPEAT-O-TYPE

A Complete Line of

Mimeograph Stencils & Supplies

Regardless of what sheet you are now selling you owe it to yourself to try the REPEAT-O-TYPE stencil. You will find what you may have given up hoping for—a reasonably priced stencil that will definitely top the performance on price plus quality of ANY OTHER you have ever sold.

CELLULOSE STENCILS FOR ALL DUPLICATING MACHINES including A. B. Dick, Gestetner, Rex, Arlac, Roneo, Rotafix, etc. Export accounts, Government contracts solicited.

REPEAT-O-TYPE STENCIL MFG. CO. INC.
153-157 Coffey St. Brooklyn 31, N. Y.

Stationery (Portfolios)

Allen, T. V., Co.
Case Stationery Co., Inc.
EATON PAPER CORP.
New England Stationery Co.
Powers Paper Co.
Rockmont Envelope Co.
Ward, Samuel, Mfg. Co.
White & Wyckoff Mfg. Co.
Whiting Paper Co.

Stationery (Social)

(See Stationery, Boxed)

Stationery Cabinets

(See Cabinets, Storage)

Stationery Racks (Desk Drawer)

(See Racks, Stationery, Desk Drawer)

Stationery Racks (Desk Top)

(See Racks, Stationery, Desk Top)

Steel Pens

(See Pen Points, Steel)

Steel Stamps (Marking)

Ackerman-Gould Co.
Acromark Co.
Adams, S. G., Co.
American Numbering Machine Co.
AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Dorman, J. F. W., Co.
Gibson, A. C., Co., Inc.
Hanson, C. H., Co.
Irwin-Hodson Co.
Joslin, A. D., Mfg. Co.
Matthews, James H., & Co.
Meyer & Wenthe, Inc.
New York Stencil Works
Roberts Numbering Machine Co.
Spencer, S. M., Mfg. Co.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Wendell-Northwestern, Inc.

Steel Type (Typewriter)

Ames Supply Co.
Regal Typewriter Co., Inc.
Shipman-Ward Mfg. Co.
Typewriter Equipment Co.
Wholesale Typewriter Co.

Stencil Board (Oil)

Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Diagraph-Bradley Industries, Inc.
Garvey Fountain Brush & Ink Co.
Gibson, A. C., Co., Inc.
Ideal Stencil Machine Co.
Link Paper Co.
MARSH STENCIL MACHINE CO.
Matthews, James H., & Co.
STEWART, R. A., & CO., INC.

Stencil Brushes

(See Brushes, Marking, Stencil)

Stencil Cutting Machines (Duplicator)

Dick, A. B., Co.
Times Facsimile Corp.
Rex-Rotary Distributing Corp.

Stencil Cutting Machines (Oil Board)

Diagraph-Bradley Industries, Inc.
Garvey Fountain Brush & Ink Co.
Ideal Stencil Machine Corp.
MARSH STENCIL MACHINE CO.

Stencil Files

(See Files, Stencil)

Stencil Stamps

(See Duplicators, Stencil, Rocker Type)

Stencils (Addressing Machine, Fiber)

Addressoplate Corp.
Address-O-Rite Stencil & Machine Co.
American Addressing Machine Corp.
Elliott Addressing Machine Co.
Mailers Equipment Co.

Stencils (Addressing Machine, Metal)

Addressograph-Multigraph Corp.
Addressoplate Corp.
Address-O-Rite Stencil & Machine Co.
American Expansion Bolt & Mfg. Co.
American Addressing Machine Corp.
Dashew Business Machines, Inc.
Mailers Equipment Co.
National Address Plate Co.
Nettle Mfg. Co.
Pollard-Alling Mfg. Co.

Stencils (Duplicator)

Ace Duplicating Supply Co., Inc.
Acme Stencil Co.
Addo Machine Co., Inc.
Allied Carbon & Ribbon Mfg. Corp.
American Stencil Mfg. Co.

Stencils (Duplicator)

(Continued from page 267)

American Writing Ink Co., Inc.
Ames Supply Co.
Autocopy, Inc.
Beck Duplicator Co.
Bohn Duplicator Corp.
Challenger, Inc.
Continental Ink Co.
Copy Papers Sales & Service Agency, Inc.
Dick, A. B., Co.
Du Prints, Inc.
Fawn Brands, Ltd.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co., Inc.
Gestetner Duplicator Corp.
Harding, Milo, Co.
Hart Mfg. Co.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
Keller Duplicator Co.
Key Ribbon & Carbon Co.
Kores Carbon Paper & Ribbons Mfg. Corp.
Little, A. P., Inc.
Marr Duplicator Co., Inc.
Mimeo Mfg. Co.
Neidich Process Div.
Niagara Duplicator Co.
Pacific Carbon & Ribbon Mfg. Co.
Pekas Duplicator Co.
Polychrome Corp.
Post-O-Graf Mfg. Co.
Potomac Products Corp.
Print-O-Matic Co., Inc.
Queen Ribbon & Carbon Co.
Regal Typewriter Co., Inc.
Remington Rand Inc.
REPEAT-O-TYPE STENCIL MFG. CO.
Ronnie Products, Inc.
Rex-Rotary Distributing Corp.
SHALLCROSS CO.
Smith, H. E., Co.
Speed-O-Print Corp.
Spiritform Co.
Stationers Guild of America
Technygraph Co.
Vari-Color Duplicator Co.
VICTOR SAFE & EQUIPMENT
Weber Addressing Machine Co.

Stencils (Marking, Brass)

Acromark Co.
Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Dayton Stencil Works Co.
Diagraph-Bradley Industries, Inc.
Dorman, J. F. W., Co.
Ellis, H. R., Co.
Gibson, A. C., Co., Inc.
Hanson, C. H., Co.
Irwin-Hodson Co.
Krengel Mfg. Co., Inc.
MARSH STENCIL MACHINE CO.
Matthews, James H., & Co.
Missouri Brush & Crayon Co.
No-Mek Pen Products
Stafford Mfg. Co., Inc.
Stenhouse, A., & Co.
STEWART, R. A., & CO., INC.
Wendell-Northwestern, Inc.

Stencils (Marking, Oilboard)

Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Botts Mfg. Co.
Consolidated Stamp Mfg. Co., Inc.
Dayton Stencil Works Co.
Diagraph-Bradley Industries, Inc.
Dorman, J. F. W., Co.
Dri-Flo Mfg. Co.
Ellis, H. R., Co.
Garvey Fountain Brush & Ink. Co.
Gibson, A. C., Co., Inc.
Hanson, C. H., Co.
Ideal Stencil Machine Corp.
Irwin-Hodson Co.
Krengel Mfg. Co., Inc.
MARSH STENCIL MACHINE CO.
Matthews, James H., & Co.
Missouri Brush & Crayon Co.
No-Mek Pen Products
Spencer, S. M., Mfg. Co.
Stafford Mfg. Co., Inc.
Stenhouse, A., & Co.
STEWART, R. A., & CO., INC.
Wendell-Northwestern, Inc.

Steno Notebook Holders

(See Copyholders)

AJUSTRITE
TRADEMARK
(formerly Kovaunee)
AUTOMATIC ADJUSTABLE CHAIRS and STOOLS

Choice of 18 Chair Models

Quick, easy adjustment, just lift the seat to any desired height from 15" to 20"; 18" to 26"; 24" to 35". Seats of plywood, hardwood, or molded SHREDDED FOAM RUBBER cushion. Adjustable back rest. Glides or casters. Foot rest available.

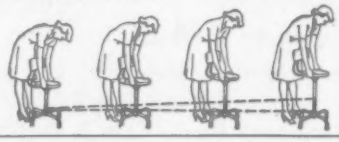
TUC Models

CHOICE OF 7 Stool Models

Split second, easy height adjustment from 15" to 20"; 18" to 26"; 24" to 35". Glides or casters. Wood or steel seat. May be equipped with back rest, foot rest, seat cushion. Literature and price list on request.

RSS Models

Ajusto Equipment Co.
2144 Madison Ave. Toledo 2, Ohio



Stenographers Note Books

(See Note Books, Stenographic)

Stenographic Machines

(See Shorthand Machines)

Stick Files

(See Files, Stick, Spindle)

Stock Business Forms

(See Forms, Business, Stock)

Stock Control Record Forms

(See Forms, Stock Control Record)

Stool Swivels

(See Chair Irons and Swivels)

Stools (Bookkeepers, Cashiers, Metal)

AJUSTO EQUIPMENT CO.
Angle Steel, Inc.
ARD MFG. CO., INC.
Blair Aluminum Furniture Co.
Cramer Posture Chair Co., Inc.
Dependable Mfg. Co.
Dixie Chrome Products
Emeco Corp.
Flewelling, L. C., Co.
FRITZ-CROSS CO.
General Fireproofing Co.
HAMILTON MFG. CORP.
HARTER CORP.
King Posture Chair Co.
LYON METAL PRODUCTS, INC.
Maso Steel Products
MAYLINE CO., INC.
Metalstand Co.
Milwaukee Metal Furniture Co.
PRECISION MFG. CO.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
Sherman-Manson Div.
Steelcase, Inc.
Sturgis Posture Chair Co.
Toledo Metal Furniture Co.
Waco Products, Inc.
Welch Industries

Stools (Bookkeepers, Cashiers, Wood)

GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
Johnson Chair Co.
MARBLE, B. L., CHAIR COMPANY
Milwaukee Chair Co.
Remington Rand Inc.
Sikes Co., Inc.
Taylor Chair Co.

Stools (Factory)

Adirondack Chair Co.
AJUSTO EQUIPMENT CO.
Angle Steel, Inc.
Bernard Franklin Co., Inc.
Dependable Mfg. Co.
LYON METAL PRODUCTS, INC.
MAYLINE CO., INC.
Milwaukee Chair Co.
Milwaukee Metal Furniture Co.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
Sherman-Manson Div.
Standard Pressed Steel Co.
Sturgis Posture Chair Co.
Toledo Metal Furniture Co.
Waco Products, Inc.
Welch Industries

Stools (Filing, Metal)

AJUSTO EQUIPMENT CO.
Angle Steel, Inc.
Automatic File & Index Co.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
Cramer Posture Chair Co., Inc.
Dependable Mfg. Co.
Flewelling, L. C., Co.
General Fireproofing Co.
HARTER CORP.
KOL, INC.
LYON METAL PRODUCTS, INC.
Maso Steel Products
MAYFAIR CO.
Metalstand Co.
Remington Rand Inc.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
Shaw-Walker Co.
Sherman-Manson Div.
STEEL PARTS MFG. CO.
Steelcase, Inc.
Toledo Metal Furniture Co.
VICTOR SAFE & EQUIPMENT
Waco Products, Inc.
Welch Industries
Yawman and Erbe Mfg. Co.

Stools (Filing, Wood)

GUNLOCKE, W. H., CHAIR CO.
MARBLE, B. L., CHAIR COMPANY
Milwaukee Chair Co.
Remington Rand Inc.

Stop Watches (Time Study)

(See Watches, Stop, Time Study)

Storage Cabinets

(See Cabinets, Storage)

Storage Files

(See Files, Storage)

now 180 sq. in. larger at no extra cost *

FOLD-A-WAY TABLE

with new Comfort Zone *

Nationally Advertised

Guaranteed by Good Housekeeping

All-Luminum Products, originator of the folding aluminum table . . . adds a NEW DIMENSION—the Comfort Zone—the vital 3 inches of width that provides needed space for serving dishes, utensils, etc.! Only the Fold-A-Way Table has the Comfort Zone . . . and without any increase in cost! Sell the one that gives the most—the original FOLD-A-WAY TABLE!

THE FOLD-A-WAY TABLE is all-aluminum, strategically reinforced with steel . . . opens at the touch of a button to serve 8, folds in a jiffy to fit in car or closet. Holds over 40 times its own weight.

	List Price
*Hostess Size, 27" x 60" top	$21.95 †
Super Size, 30" x 72" top	$29.95 †

† (Fair traded. List prices slightly higher west of Mississippi.)

New Comfort Zone width now serves 8 with real comfort

ALL-LUMINUM Products

36th & Reed Sts. • Phila. 46, Pa.

BANQUETS

DINING

OFFICE

CARDS, GAMES

Folds to carry like luggage on own plastic handle

Storage-Wardrobe Cabinets (Combination)

(See Cabinets, Storage-Wardrobe Combination)

Store Display Fixtures

(See Fixtures, Store, Display Racks and Stands)

Straps (Bill, Currency)

ABBOTT COIN COUNTER CO.
Ames Safety Envelope Co.
Barwel Mfg. Co., Inc.
Brandt Automatic Cashier Co.
DOWNEY, C. L., CO.
Exline, William, Inc.
Nashua Package Sealing Div.
National Fiberstok Envelope Co.
Pap-R Products
Sattley Co.
Spurgin Mfg. Co.
Strayer Coin Bag Co.

Straps (Binding)

Ames Safety Envelope Co.
Bushnell, Alvah, Co.
COOKE & COBB CO.
Reif, A., & Co.
Schlegel Mfg. Co.
Sturges Mfg. Co.

Straps (Book, Carrying)

Auburn Mfg. Co.
Barwel Mfg. Co., Inc.
Reif, A., & Co.
Sturges Mfg. Co.

Straps (Currency)

(See Straps, Bill, Currency)

String Binders, Ties

ABBOTT COIN COUNTER CO.
Ames Safety Envelope Co.
BANKERS BOX CO.
(See Catalog Inserts, Pages 39-40, 165-168)
MAY, J. L., CO., INC.
National Fiberstok Envelope Co.
Perfection Box Co.
Rochester Wire-O-Binding, Inc.
Schlegel Mfg. Co.
U. S. Envelope Co.

Stripping (Desk Top)

(See Glass Desk Top Stripping and Pads)

Strong Boxes

(See Boxes, Cash)

Styli (Stencil)

American Stencil Mfg. Co.
American Writing Ink Co., Inc.
Ames Supply Co.
Beck Duplicator Co.
Copy Papers Sales & Service Agency, Inc.
Dick, A. B., Co.
Gestetner Duplicator Corp.
Harding, Milo, Co.
Hart Mfg. Co.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
King Gem Co.
Marr Duplicator Co., Inc.
Mimeo Mfg. Co.
Niagara Duplicator Co.
Polychrome Corp.
Post-O-Graf Mfg. Co.
Remington Rand Inc.
REPEAT-O-TYPE STENCIL MFG. CO.
Rex-Rotary Distributing Corp.
Smith, H. E., Co.
Smith Mfg. Co.
Speed-O-Print Corp.
Spiritform Co.
Technygraph Co.
Vari-Color Duplicator Co.

Summary Boards

(See Peg Boards, Accounting)

Supports (Letter Tray)

(See Tray Supports, Letter Tray)

Supports (Shelf, Typewriter, Desk)

(See Typewriter Desk Shelf Supports)

Swinging Shelf Attachment (Desk)

Adjusto-Swing Office Machine Stands Co.
General Fireproofing Co.
Globe-Wernicke Co.
Shipman-Ward Mfg. Co.
Weis Mfg. Co.

Tables (Banquet)

(See Tables, Folding and Banquet)

Tables (Directors', Metal)

ALL-STEEL EQUIPMENT INC.
ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
BERGER MFG. DIVISION
Blair Aluminum Furniture Co.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Dray Mfg. Co.
General Fireproofing Co.
Globe-Wernicke Co.
HASKELL, INC.
INVINCIBLE METAL FURNITURE CO.

TABLES
FOR EVERY
OFFICE NEED
ROUND • SQUARE
HEXAGON • OCTAGON

AUXILIARY
OFFICE
SCHOOL
SHOWROOM
TELEPHONE

SOLID OAK and BIRCH
finishes
OAK • MAHOGANY
WALNUT • LIME OAK

ALSO SPECIALS TO ORDER
SHIPPED F.O.B. RICHLAND, NEW YORK
Write for illustrated folder and Prices

M. J. S. FURNITURE DISTRIBUTORS, INC.
85 DUANE ST. NEW YORK 7, N.Y.
WORTH 2-3047-8

Tables (Directors', Metal)

(Continued from page 269)

ORNA-METAL, INC.
PEERLESS STEEL EQUIPMENT CO.
Royal Metal Mfg. Co.
SECURITY STEEL EQUIPMENT CORP.
Steel Furniture Mfg. Co.
Steelcase, Inc.
Yawman and Erbe Mfg. Co.

Tables (Directors', Wood)

Acro Wood Products Corp.
ARNOT-JAMESTOWN DIVISION
Buckstaff Co.
CARLTON-SURREY, INC.
Donie Chair and Mfg. Co., Inc.
DORO MFG. CO.
Doten-Dunton Desk Co.
Excellent Cabinet Works Co.
Executive Furniture Co.
Garland Furniture Co.
Great Lakes Furniture Co.
Hanes Chair & Furniture Co.
Hiebert's C., Cabinet & Fixture Co.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
(See Catalog Insert, Pages 111-112)
JASPER OFFICE FURNITURE CO.
JASPER TABLE CO., INC.
Kenwood Corp.
Lehigh Furniture Corp.
Leopold Co.
M. J. S. FURNITURE DISTRIBUTORS, INC.
Miller, Herman, Furniture Co.
MUTSCHLER BROS. CO.
Myrtle Desk Co.
National Desk Co.
RISHEL, J. K., FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
Shelbyville Desk Co.
Sloane, W. & J.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.
Wells Furniture Mfg. Co.
Worden Co.

Tables (Display, Metal)

ALL-LUMINUM PRODUCTS
American Fixture & Mfg. Co.
Angle Steel, Inc.
ARNOT-JAMESTOWN DIVISION
BERGER MFG. DIVISION
Bernard Franklin Co., Inc.
Clark, R. K., Co., Inc.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Crown Products Co.
Equipto Div., Aurora Equipment Co.
Haldeman-Langford Mfg. Co.
HASKELL, INC.
Heller, W. C., & Co.
Howe Folding Furniture, Inc.
LYON METAL PRODUCTS, INC.
Marshallan Mfg. Co.
MODERN STEELCRAFT, INC.
ORNA-METAL, INC.
P.B.R. Mfg. Co.
PEERLESS STEEL EQUIPMENT CO.
Roto-Table Co.
Royal Metal Mfg. Co.
Sarvis Mfg. Co.
Service Steel Products Corp.
STAR STEEL EQUIPMENT CO., INC.
Steel Furniture Mfg. Co.
STEEL PARTS MFG. CO.
Toledo Metal Furniture Co.
Troy Sunshade Co.
Yawman and Erbe Mfg. Co.

Tables (Display, Wood)

Acro Wood Products Corp.
American Fixture & Mfg. Co.
ARNOT-JAMESTOWN DIVISION
Buckstaff Co.
Crown Products Co.
Excellent Cabinet Works Co.
Great Lakes Store & Office Fixture Co.
Hanes Chair & Furniture Co., Inc.
Heller, W. C., & Co.
HOOSIER DESK CO.
JASPER DESK CO.
(See Catalog Insert, Pages 111-112)
JASPER OFFICE FURNITURE CO.
Lehigh Furniture Corp.
Leopold Co.
M.J.S. FURNITURE DISTRIBUTORS, INC.
QUIGLEY FURNITURE CO.
Sarvis Mfg. Co.
Sloane, W. & J.
STANDARD FURNITURE CO.
Store-Kraft Mfg. Co.
Weber Showcase & Fixture Co., Inc.

Tables (Drafting and Drawing)

(See Drafting Equipment)

Tables (End Tables)

(See Furniture, Reception Room)

Tables (Folding and Banquet)

Adirondack Chair Co.
ALL-LUMINUM PRODUCTS (ALUMINUM)
ARD MFG. CO., INC.
Auburn Heights Mfg. Co. (Tilting Utility)
Barricks Mfg. Co.
Brewer-Titchner Corp.
Crown Products Co.
De Saussure Equipment Co.
Douglas Mfg. Corp. (Election)
Durham Mfg. Corp.
Ferguson Bros. Mfg. Co.
Flewelling, L. C., Co.
Fort Massac Chair Co.
Griggs Equipment Co.
Haldeman-Langford Mfg. Co.
HAMILTON MFG. CORP. (FOLDING UTILITY)
Hanes Chair & Furniture Co., Inc.
Howe Folding Furniture, Inc.
Ken-Ro-Bil Corp.
Lehigh Furniture Corp.
Luxem, James P., Co.
MAYLINE CO., INC.
MIDWEST FOLDING PRODUCTS
Myrtle Desk Co.
ORNA-METAL, INC.
P.B.R. Mfg. Co.
Rastetter, Louis, & Sons Co.
Redington, J. P., & Co.
Royal Metal Mfg. Co.
Seating, Inc.
Shwayder Bros., Inc.
Stakmore Co., Inc.

Tables (Mail Room)

Acro Wood Products Corp.
All-Purpose Metal Equipment Corp.
Angle Steel, Inc.
ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
Clark, R. K., Co., Inc.
Commercial Controls Corp.
DORO MFG. CO.
Equipto Div., Aurora Equipment Co.
General Fireproofing Co.
HASKELL, INC.
Haldeman-Langford Mfg. Co.
Hope Metal Products, Inc.
Interior Steel Equipment Co.
JASPER OFFICE FURNITURE CO.
JASPER TABLE CO., INC.
Leopold Co.
LYON METAL PRODUCTS, INC.
Neubauer Mfg. Co.
P.B.R. Mfg. Co.
PEERLESS STEEL EQUIPMENT CO.
Pitney-Bowes, Inc.
Toledo Metal Furniture Co.

Tables (Office, Metal)

ALL-STEEL EQUIPMENT INC.
Angle Steel, Inc.
ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BENTSON MFG. CO.
BERGER MFG. DIVISION
Blair Aluminum Furniture Co.
BROWNE-MORSE CO.
Clark, R. K., Co., Inc.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Dray Mfg. Co.
Futuramic Steel Products Corp.
General Fireproofing Co.
Globe-Wernicke Co.
Griggs Equipment Co.
HASKELL, INC.
H-O-N Co., The
INVINCIBLE METAL FURNITURE CO.
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Manufacturers of Quality
Wood Office and School Tables
Adjustable typewriter desks
for office & school
OFFICE ACCESSORIES:
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Telephone Cabinets and Stands
Tables
End Tables
Waste Baskets
Costumers
Letter Trays
Quality materials, superior cabinet work. All interior materials are Hardwood.
Write Today for Literature.
JASPER TABLE CO., INC.
JASPER, INDIANA

CONFERENCE TABLES

Series 222

Series 471

Series 151

Series 333

Series 131

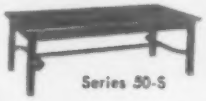
Series 71

Series 171

Series 91

OFFICE TABLES

Series 50


Series 50-S

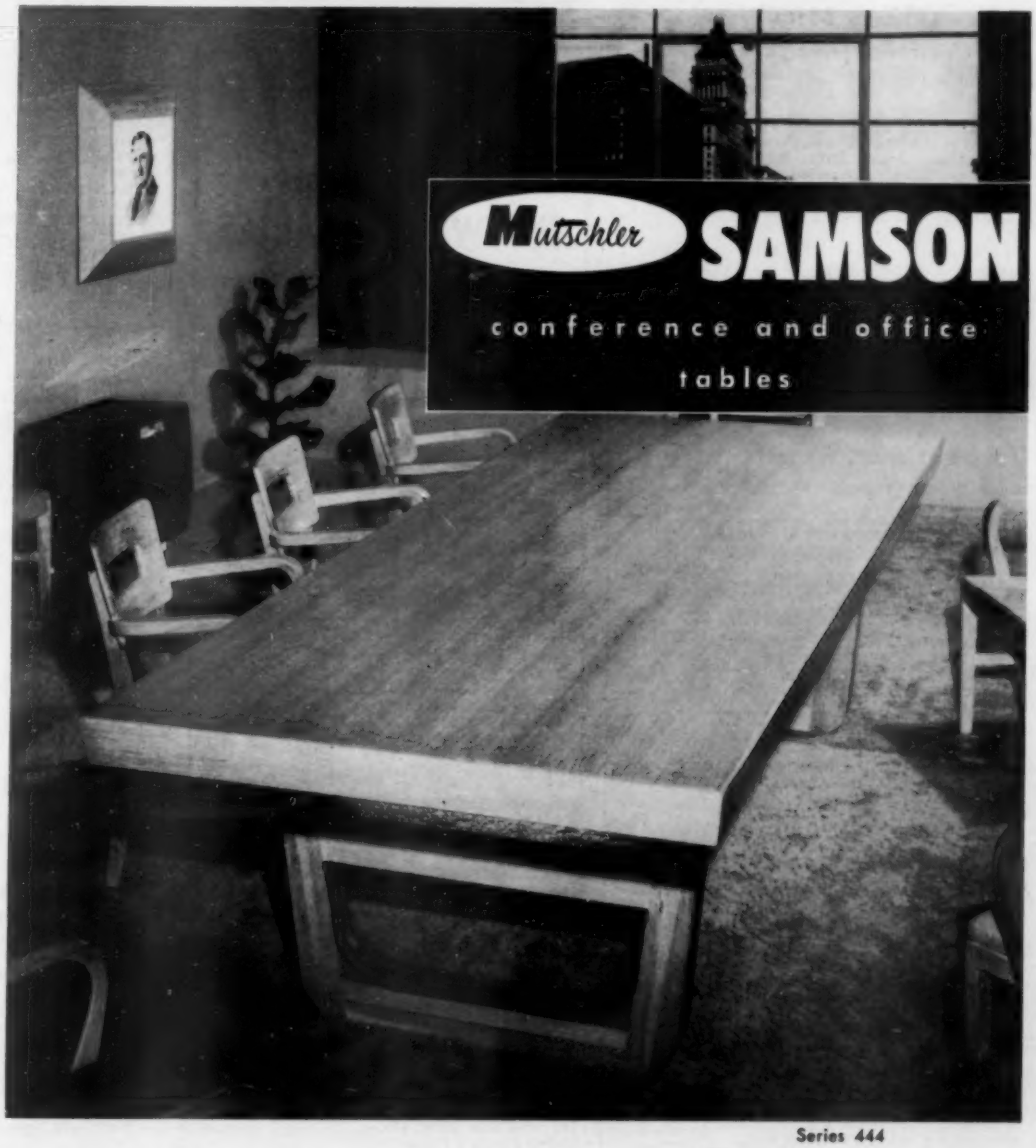
AUXILIARY TABLES

Series 45

Series 43

Series 44

Series 71-R



Series 444

SAMSON CONFERENCE TABLES are designed for practical use, and are built to last. The ageless beauty of their American Walnut and White Oak hardwoods also bespeak enduring quality. Styles range from early Jacobean to Contemporary, and are available up to 16 feet in length. Special sizes, heights and styles may be ordered for custom installations. A series of small Samson tables for the office and reception room also are available. All Samson tables are made by Mutschler Brothers Company of Nappanee, Indiana, who has been building the Samson line for nearly forty years, and whose woodworking experience goes back to 1893.

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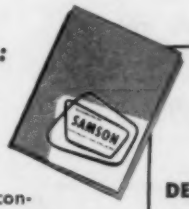

MUTSCHLER BROTHERS CO.
DEPT. 903 NAPPANEE, INDIANA

Please send free copy of new Samson catalog.

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CITY _____ STATE _____

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(Continued from page 270)

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Hiebert's, C., Cabinet & Fixture Co.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
(See Catalog Insert, Pages 111-112)
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JASPER TABLE CO., INC.
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Latavia Furniture Mfg. Co.
Lehigh Desk Co., Inc.
Lehigh Furniture Corp.
Leopold Co.
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MORVAL CORP.
(See Catalog Insert, Pages 97-100)
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MUTSCHLER BROS. CO.
Myrtle Desk Co.
National Desk Co.
Nucraft Furniture Co.
QUIGLEY FURNITURE CO.
RISHEL, J. K., FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
Shelbyville Desk Co.
Sloane, W. & J.
STANDARD FURNITURE CO.
Stow & Davis Furniture Co.
Wells Furniture Mfg. Co.
Worden Co.

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(See Stands, Telephone)

Tables (Tracing)

(See Drafting Equipment)

Tables (Typewriter, Metal)

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Ames Supply Co.
Angle Steel, Inc.
Arlington Seating Co.
ARNOT-JAMESTOWN DIVISION
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
BERGER MFG. DIVISION
Clark, R. K., Co., Inc.
Cline, K. F., Co., Inc.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
D & M Products Co.
Dependable Mfg. Co.
Dray Mfg. Co.

THE KEY TO VOLUME SALES

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WITH OR WITHOUT DEEP DRAWER AND WORK SHELF OR SLIDE

OAK IMIT. WALNUT OR SCHOOL BROWN FINISHES

Low price, fine workmanship and exceptional finish. Solid top and legs of selected hardwoods. Sizes 17" x 32" x 27" H. Oak, Imit. Walnut or School Brown finishes.

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Arlington Seating Co.
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Franklin Table Co.
GREGSON MFG. CO.
Hanes Chair & Furniture Co., Inc.
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JASPER DESK CO.
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JASPER TABLE CO., INC.
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(See Chairs, Tablet Arm)

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(See Pads, Quadrille)

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Hano Paper Co., Inc.
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Western Tablet & Staty. Corp.
WILSON JONES CO.

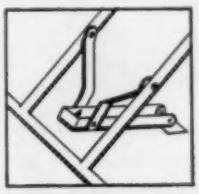
Midwest

First in Quality — First in Value

FOLDING TABLES

Midwest's Famous Pedestal Line

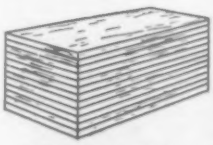
Midwest Pedestal Tables feature the exclusive "Du Honey 20" lock that secures legs in both the folded and extended positions automatically. Exclusive "off-center" leg design yields extra leg room at both ends. Round corners add safety and style. Top materials are laminated to stout plywood frame, reinforced with recessed steel apron for perfect rigidity. Available in natural or walnut finish plywood, blond or brown MIDTEX (tempered masonite), General Electric Texolite plastic, or linoleum. All metal parts in taupe baked enamel. Sizes: 30 x 96, 30 x 72, 30 x 60, 36 x 96 and 36 x 72. Standard height: 29½"–22", 24", 26", 28" optional.



TWICE AS RIGID
Double brace gives twice the strength of ordinary tables.

All Midwest Tables can be equipped with ADJUS*table Legs*
Snap into table legs in seconds to adjust seating and work heights. Store conveniently under table.

Midwest's STANDARD TABLES



A DOZEN STACK 30" HIGH
No storage problems with Midwest Tables. (Twelve tables stack neatly into a minimum height of 30 inches.)

MORE COMFORTABLE SEATING
Even with 6' tables end to end, you'll find plenty of leg room.

A light, sturdy table priced to fit the modest budget. Of simple design, it embodies many features of the pedestal line including . . . exclusive automatic lock, smooth sealed and hot lacquered top. Top is rabbetted into hardwood apron with steel corners for maximum durability. Legs offset to permit comfortable end seating. AVAILABLE IN A COMPLETE RANGE OF SIZES AND TOP MATERIALS.

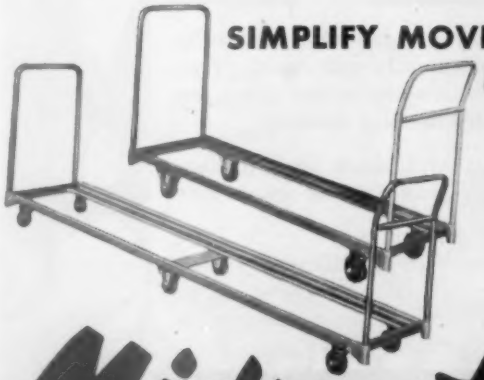
SQUARE FOLDING TABLES
These highly useful tables are built to the same high quality standards as larger Midwest tables. Features include recessed steel apron, round corners, sanitary plastic molding. Available in ¾" Fir Plywood or Plastic Tops. 30", 33" and 36" square.

ROUND FOLDING TABLES
Solid construction features include the automatic legs that lock in both the folded and extended positions, steel channel reinforcement. Plenty of leg room for seating comfort. Top of Fir Plywood with snug heavy angle steel edge, 60" diameter.

FOLDING BENCHES
Constructed of ⅝" fir plywood mounted on rigid recessed steel frame. Smooth finished top and plastic molding protects clothing. Legs are bolted to bench top and spaced for maximum support. Standard width – 11". AVAILABLE IN SIX AND EIGHT FOOT LENGTHS.

5-YEAR Guarantee ON ALL MIDWEST FOLDING LEGS

SIMPLIFY MOVING AND STORAGE WITH THESE NEW MIDWEST CHAIR AND TABLE CADDIES!



Midwest offers a complete line of chair Caddies to carry practically all folding chairs manufactured. Adjustable models for handling partial loads and understage model with coupling devices to make a train of Caddies are available.

Table Caddies hold any size folding table. Special "on edge" model available to carry tables on end through narrow halls and doorways. All frames of rolled steel, multiformed for maximum strength and constructed to absorb considerable overload. Smooth action hard rubber caster wheels. Chair Caddies standard 19½" wide, 37" high. Lengths 60", 72", 84", 96", 108", 120". Table Caddies – 72" and 96" lengths.

Midwest

WRITE FOR COMPLETE LITERATURE!

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Dept. 55-A *Roselle, Illinois*

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(See Index Tabs)

Tabulating Card Files

(See Files, Tabulating Card)

Tabulating Forms

(See Forms, Tabulating)

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International Business Machines Corp
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SPEED PRODUCTS CO., INC.

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GRAFF, GEO. B., CO. (ALSO MAP FLAGS)
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Moore Push-Pin Co.
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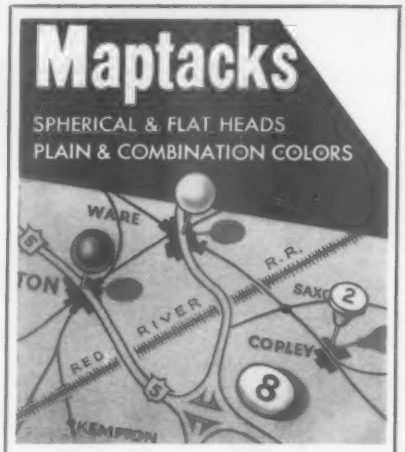

A tack for every situation. Regular 100-Pack. Standard or special colors. Handy 20-Pack in cellophane covered packets or in transparent plastic boxes.

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54 Washburn Ave., Cambridge 40, Mass.

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Keep BUSINESS Under Control

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Gabe Mfg. Corp.
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Hampden Mfg. Co., Inc.
Moore Push-Pin Co.
Shelton Tack Co.

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GRAFF, GEO. B., CO.
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Moore Push-Pin Co.
Noesting Pin Ticket Co.

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Cardinell Corp.
Elliott, B. K., Co.
Gabe Mfg. Corp.
Hampden Mfg. Co., Inc.
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Moore Push-Pin Co.
Noesting Pin Ticket Co., Inc.
Oakville Co.
Sufrin, I. & M.
VAIL MFG. CO.

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BANKERS & MERCHANTS, INC.
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Dorman, J. F. W., Co.

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Seals — Ribbons
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Cellophane
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Plain Gummed Labels
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Addressing Labels
Parcel Post Labels
Caution & Mailing Labels
Air Mail Labels
PRES-a-ply Labels

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Notarial Seals
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Dennison MANUFACTURING COMPANY
FRAMINGHAM, MASSACHUSETTS

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(Continued from page 274)

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Stationers Specialty Corp.
STEWART, R. A., & CO., INC.
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Denney Tag Co.
DENNISON MFG. CO.
Ennis Tag & Salesbook Co.
International Ticket Co.
Keener Mfg. Co.
Keystone Tag Co.
Kimball, A., Co.
MAY, J. L., CO., INC.
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Michigan Tag Co.
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Noesting Pin Ticket Co., Inc.
Plastic Fabricators Co.
REYBURN MFG. CO., INC.
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Salisbury Mfg. Co.
Standard Envelope Mfg. Co.
Topflight Tape Co.

Tags (Metal Rim)

Dancyger Mfg. Co.
DENNISON MFG. CO.
Kimball, A., Co.
MAY, J. L., CO., INC.
REYBURN MFG. CO., INC.
Salisbury Mfg. Co.

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Campbell Box & Tag Co.
Dancyger Mfg. Co.
Denney Tag Co.
DENNISON MFG. CO.
Ennis Tag & Salesbook Co.
International Tag & Salesbook Co.
International Ticket Co.
Keener Mfg. Co.
Keystone Tag Co.
Kimball, A., Co.
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Matthews, James H., & Co. (Metal)
MAY, J. L., CO., INC.
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Michigan Tag Co.
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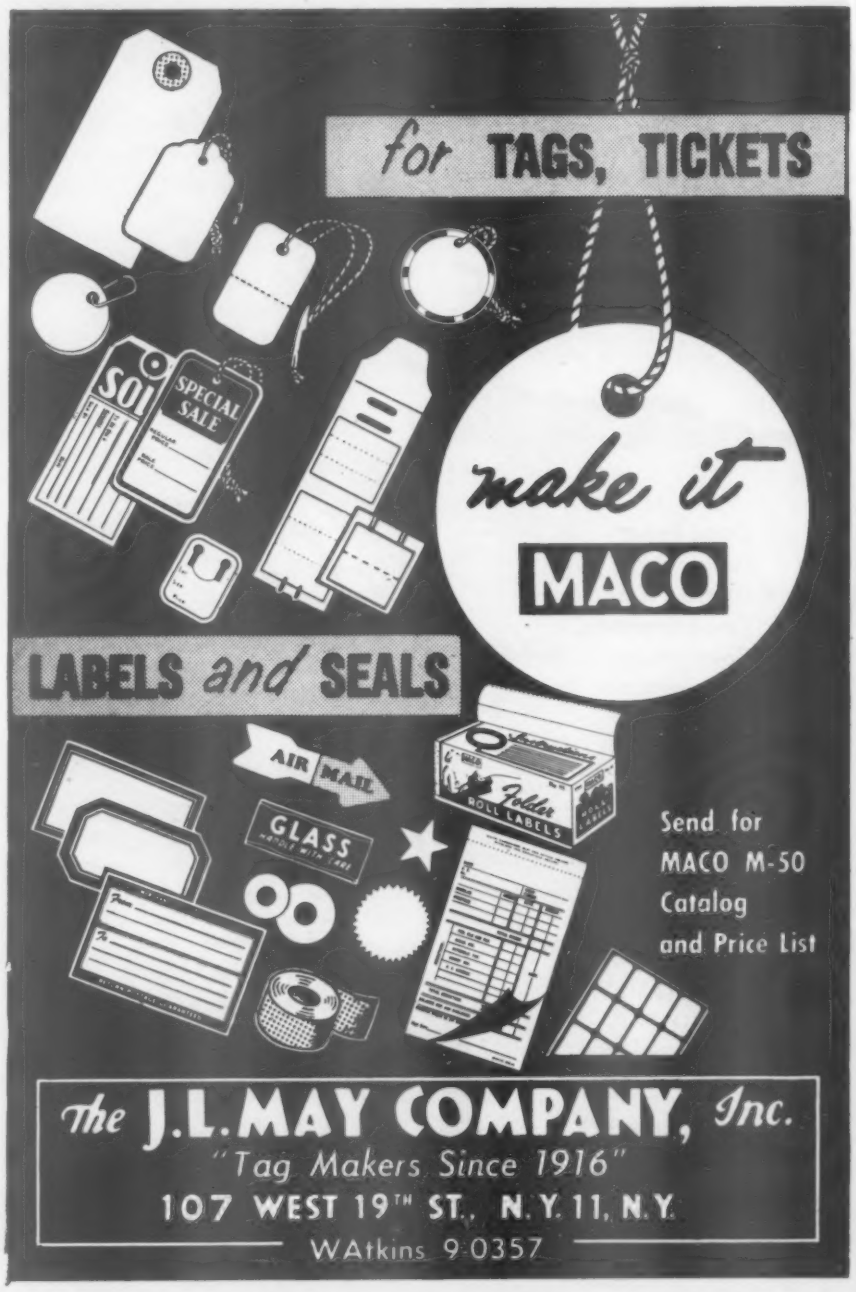
REYBURN MFG. CO., INC.
Robinson Tag & Label Co.
St. Louis Sticker Co.
Salisbury Mfg. Co.
Standard Envelope Mfg. Co.
Topflight Tape Co.



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Conover, Seymour, Co.
Demco Library Supplies
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Gaylord Bros., Inc.
Gummed Tape & Devices Co.
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Hyman, L., & Sons
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Mystik Adhesive Products
Permacel Tape Corp.
Technical Tape Corp.
Topflight Tape Co.

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Gummed Tape & Devices Co.
Labelon Tape Co.
Millar, Geo. W., & Co., Inc.
Mystik Adhesive Products
Printed Cellophane Tape Co.
Tape Mark Co.
Technical Tape Corp.
Topflight Tape Co.
Vickery Tape & Machine Co., Inc.

Tape (Gummed, Sealing, Plain)

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Botts Mfg. Co.
Central Paper Co.
Dry-Tab Package Sealer Co., Inc.
Ever Ready Label Corp.
Gum Products Press, Inc.
Gummed Products Co.
Gummed Tape & Devices Co.
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Salsbury Corp.
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Tape, Inc.
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Warshaw Mfg. Co., Inc.

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Central Paper Co.
Gummed Products Co.
Gummed Tape & Devices Co.
Hudson Pulp & Paper Corp.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
Merchants Industries, Inc.
Mid-States Gummed Paper Co.
Millar, Geo. W., & Co., Inc.
Nashua Package Sealing Div.
Tape, Inc.
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DENNISON MFG. CO.
Labelon Tape Co.
Mystik Adhesive Products
Tape Mark Co.
Technical Tape Corp.
Topflight Tape Co.

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Hyman, L., & Sons
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Rittenhouse Paper Co.
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(See Files, Tariff)

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(See Books, Telephone Address)

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Telephone Arms, Brackets

ASSOCIATED STATIONERS SUPPLY CO.
GLIDEX CORP.
Phonomatic Office Appliance Co.

Telephone Base Pads (Rubber)

(See Pads, Telephone Base, Rubber)

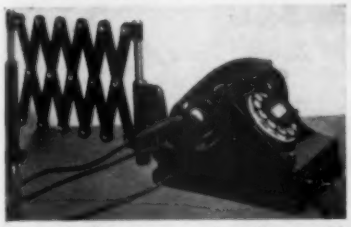
Telephone Book Covers

(See Binders, Telephone Book)

Telephone Cabinets, Stands

(See Stands, Telephone)

HANDY
TRADEMARK "GLIDEX"
TELEPHONE BRACKET
A Stable Seller the Year 'Round



Saves desk space—swings in any direction—Keeps phone in easy reach yet out of way—The only bracket made to hold present models.

Made of strong, durable steel. Extends to 30 rigid inches. Closes only 9 inches. Various types of mountings available for attaching to wall, desks, table edges, side of tables, etc. Nothing to get out of order. Eliminates nuisance of phone cord mussing desk papers.

WRITE FOR ILLUSTRATED LITERATURE AND DEALERS' PRICES

GLIDEX CORP.
4538 W. ROOSEVELT ROAD
CHICAGO 24, ILL.

Telephone Call Pads

(See Pads, Telephone Call)

Telephone Cord Coilers, Protectors

BAINBRIDGE, KIMPTON & HAUPT, INC.
BLANK, ARTHUR, & CO., INC.
Frank Paper Products Corp.
Huff Co., The
Huff Sales Co.
Lee-Bert, Inc.
MAYFAIR CO.
Neverknot Co.
Perma Products Co.
Superior Plastics, Inc.
United Elastic Corp.

Telephone Ear Cushions

Goodrich, B. F., Co.
Marval Mfg. Co.
Rogers, W. T., Co.
Sun Rubber Co.

Telephone Indexes

(See also Telephone List Finders)

Acme Visible Records, Inc.
American Binder Co.
Autopoint Co.
Bates Mfg. Co.
BLANK, ARTHUR, & CO., INC.
Continental Mfg. Co.
Ehlbert Products
ELBE FILE & BINDER CO., INC.
Higbee, G. A., Co.
MEIER, JOSHUA, CO., INC.
Nascon Products Division
POLAR MFG. CO.
QUALITY PARK ENVELOPE CO.
RECORDPLATE CO.
Regal & Wade Mfg., Inc.
Shank Leather Goods Co.
SMITH METAL ARTS CO., INC.
Stationers Specialty Corp.
"Tops" Business Forms
VICTOR SAFE & EQUIPMENT
WHEELDEX & SIMPLA PRODUCTS, INC.
WILSON JONES CO.
World Mfg. Co.
ZEPHYR AMERICAN CORP.

Telephone Lamps

(See Lamps, Telephone)

Telephone List Finders

Autopoint Co.
Bates Mfg. Co.
Finch & McCullouch
Nosco Plastics
QUALITY PARK ENVELOPE CO.
SAINBERG & CO., INC.
Shank Leather Goods Co.
SMITH METAL ARTS CO., INC.
ZEPHYR AMERICAN CORP.

Telephone Locks

(See Locks, Telephone)

Telephone Memo Attachments, Devices

ART STEEL SALES CORP.
Continental Mfg. Co., Inc.
Miltier Lighting Products, Inc.
Practical Products
Regal & Wade Mfg., Inc.
Sapphire Products

Telephone Memo Pads

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
AMERICAN REGISTER CO.
Bradner Smith & Co.
Continental Mfg. Co., Inc.
Ehlbert Products
Hyman, L., & Sons
Ketcham & McDougall, Inc.
MAYER MFG. CO.
Moore Business Forms, Inc.
Morris, Bert M., Co.
Nascon Products Division
Practical Products
Processed Papers
Rediform Division
REDI-RECORD PRODUCTS CO.
Regal & Wade Mfg., Inc.
Rubin's Corp.
SAINBERG & CO., INC.
Stationers Specialty Corp.
"Tops" Business Forms
Universal Pad & Tablet Corp.
Ward, Samuel, Mfg. Co.
WILSON JONES CO.

Telephone Mouthpiece Sterilizers

BARCO CHEMICAL PRODUCTS CO.
Dr. Scat Chemical Co.
Sanford Ink Co.
Tele-Cide Chemical Corp.

Telephone Receiver Holders

(See Holders, Telephone Receiver, Shoulder Type)

Telephone Recorders

Connecticut Telephone & Electric Corp.
Dictaphone Corp.
Edison, Thomas A., Inc.
Gray Mfg. Co.
Magnetic Recording Industries
Miles Reproducer Co., Inc.
Pentron Corp.
Scribe Corp.
SoundScriber Corp.
Webster Electric Co.

Telephone Silencers (Mouthpiece)

Hush-A-Phone Corp.
Junier, F. R., Associates

Telephone Stands, Tables
(See Stands, Telephone)

Telephone Toll Timers (Mechanical)
Calculagraph Co.
Dorson Time Instruments Co.
Lux Clock Mfg. Co., Inc.
Northwestern Clock Co.
Tele-Check, Inc.

Telephone Toll Timers (Sand Glass Type)
American Binder Co.
Creative Plastics Corp.
Guedon Co.
Parisian Novelty Co.
Sanders Mfg. Co.
Tele-Check, Inc.

Teletype Rolls
(See Rolls, Paper, Teletype)

Teletype Tape
(See Tape, Teletype)

Templates (Office Planning)
(See Office Planning Kits)

Thermometers
Airguide Instrument Co.
American Thermo-Ware Co., Inc.
Chaney Mfg. Co.
Compass Instrument & Optical Co.
Continental Mfg. Co., Inc.
Elliott, B. K., Co.
MAYER MFG. CO.
New Era Optical Co.
Ohio Thermometer Co.
POLAR MFG. CO.
Swift & Anderson, Inc.
Taylor Instrument Co.
World Mfg. Co.

Thermos Sets and Carafes
Aladdin Industries, Inc.
American Thermos Bottle Co.
Kromex Corp.
Landers, Frary & Clark
Manning, Bowman & Co.
SMITH METAL ARTS CO., INC.

Thumb Tacks
(See Tacks, Thumb)

Thumb Tack Removers
ALVIN & CO.
American Machine Works, Inc.
Elliott, B. K., Co.
Hampden Mfg. Co., Inc.

Ticket Punches
(See Punches, Ticket)

Tickets (Pin)
Dancyger Mfg. Co.
DENNISON MFG. CO.
Ennis Tag & Salesbook Co.
International Ticket Co.
Kimball, A., Co.
MAY, J. L., CO., INC.
National Tag & Label Corp.
Noesting Pin Ticket Co., Inc.
REYBURN MFG. CO., INC.
Salisbury Mfg. Co.

Tickets (Price Marking)
(See Tags, Merchandise, Price)

Tickler Files
(See Files, Card Index, Box)

Ties (Package)
(See String Binders, Ties)

Time Books
(See Books, Time)

Time Card Racks
(See Racks, Time Card)

Time Cards
Acme Publishing Co.
Ajax Time Stamp Co., Inc.
American Fiber-Velope Mfg. Co.
Atlas Tag Co.
Calculagraph Co.
Cincinnati Time Recorder Co.
Colonial Co.
Consolidated Business Systems, Inc.
E-Z Sort Systems, Ltd.
Follett Time Recording Co.
Grand Rapids Loose Leaf Binder Co.
International Business Machines Corp.
Lathem Time Recorder Co.
Merchants Industries, Inc.
Moore Business Forms, Inc.
National Tag & Label Corp.
Rediform Division
Reynolds & Reynolds Co.
Shelby Salesbook Co.
Simplex Time Recorder Co.
Stromberg Time Corp.
Time, Date and Number, Inc.
"Tops" Business Forms
Yale Filing Supply Co.

Time Clocks
(See Clocks, Time)

Time Computers
Calculagraph Co.
Collins & Williams Co., Inc.
Hourmaster, The
International Business Machines Corp.

Time Recorders
Ajax Time Stamp Co., Inc.
Calculagraph Co.
Cincinnati Time Recorder Co.
International Business Machines Corp.
Follett Time Recording Co.
General Electric Co.
Joslin, A. D., Mfg. Co.
Lathem Time Recorder Co.
Rapidprint Time Recorders, Inc.
Simplex Time Recorder Co.
Stromberg Time Corp.
Time, Date & Number, Inc.

Time Stamps (Automatic)
(See Time Recorders)

Time Stamps (Hand)
Ajax Time Stamp Co., Inc.
AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Cincinnati Time Recorder Co.
Consolidated Stamp Mfg. Co., Inc.
Cooke Time Stamp Co.
Dorson Time Instruments Co.
Follett Time Recording Co.
International Business Machines Corp
Joslin, A. D., Mfg. Co.
Matthews, James H., & Co.
Melind, Louis, Co.
Meyer & Wenthe, Inc.
Rapidprint Time Recorders, Inc.
Rivet-O Mfg. Co.
Simplex Time Recorder Co.
STEWART, R. A., & CO., INC.
Stromberg Time Corp.
Time, Date & Number, Inc.
Wendell-Northwestern, Inc.

Time Study Supplies
Calculagraph Co.
Hourmaster, The
Meylan Stopwatch Corp.

Tourist Registers
(See Registers, Hotel, Tourist Court)

Towel Hampers and Baskets
Artmor Plastics Corp.
Cadillac Office Equipment
ERIE ART METAL CO., INC.
FRANKLIN METAL PRODUCTS CO.
Lawson, F. H., Co.
Solar-Sturges Mfg. Co.
Steelware Mfg. Corp.
Worcester Wire Novelty Co., Inc.

Towels (Paper)
(See Paper Towels and Dispensers)

Tracing Boards, Tables
(See Drafting Equipment)

Tracing Cloth
Alteneder, Theo., & Sons
Bruning, Charles, Co., Inc.
Dietzgen, Eugene, Co.
Elliott, B. K., Co.
Favor, Ruhl & Co.
Keuffel & Esser Co.
Morilla Co., Inc.
Nobema Products Corp.
Pease, C. F., Co.
Post, Frederick, Co.
Warren-Knight Co.
Weil, J. H., & Co.

Tracing Paper
(See Paper, Tracing)

Transfer Binders
(See Binders, Transfer-Storage)

Transfer Cases
(See Files, Storage)

Transfers (Decalcomania)
(See Decalcomania Transfers)

Transparent Mending Tape
(See Tape, Gummed, Mending)

Tray Binders
(See Binders, Tray)

Tray Supports (Letter Tray)
Artistic Desk Pad & Novelty Co.
Bandes, Julius, & Co., Inc.
Dash Metal Products Co.
Decatur Industries, Inc.
Gabe Mfg. Corp.
Globe-Wernicke Co.
HEDGES MFG. CO.
IDL MFG. & SALES CORP.
Jayem Sales Corp.
LIT-NING PRODUCTS CO.
MODERN STEELCRAFT, INC.
Morris, Bert M., Co.
POLAR MFG. CO.
SENGBUSCH SELF-CLOSING INK-STAND CO.
STEMPEL MFG. CO.
VICTOR SAFE & EQUIPMENT
Weis Mfg. Co.
Worcester Wire Novelty Co., Inc.

Trays (Ash)

(See Ash Trays)

Trays (Bill, Currency)

ABBOTT COIN COUNTER CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
Currier Mfg. Co.
Dehler Mfg. Co., Inc.
DOWNEY, C. L., CO.
General Fireproofing Co.
Globe-Wernicke Co.
International Cash Register & Parts Co.
MODERN STEELCRAFT, INC.
NU-CRAFT PRODUCTS CO.
Pioneer Steel Co.
POLAR MFG. CO.
Shaw-Walker Co.
Strayer Coin Bag Co.
Watson Mfg. Co.
Yawman and Erbe Mfg. Co.

Trays (Check Posting)

ABBOTT COIN COUNTER CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
Currier Mfg. Co.
Dash Metal Products Co.
Le Feburo Corp.
Martell, A. E., Co.
NU-CRAFT PRODUCTS CO.
Shaw-Walker Co.
STEMPEL MFG. CO.
Strayer Coin Bag Co.
Yawman and Erbe Mfg. Co.

Trays (Cross File, Card)

ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BENTSON MFG. CO.
BERGER MFG. DIVISION
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
General Fireproofing Co.
Globe-Wernicke Co.
Pioneer Steel Co.
Remington Rand Inc.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
VICTOR SAFE & EQUIPMENT
Yawman and Erbe Mfg. Co.

Trays (Desk, Center Drawer)

ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BENTSON MFG. CO.
BERGER MFG. DIV.
COLE STEEL EQUIPMENT CO., INC
(See Catalog Insert, Pages 149-156)
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Currier Mfg. Co.
Dehler Mfg. Co., Inc.
Dray Mfg. Co.
General Fireproofing Co.
GOODFREND METAL PRODUCTS CO.
INVINCIBLE METAL FURNITURE CO
Jayem Sales Corp.
LIT-NING PRODUCTS CO.
MAYFAIR CO.
POLAR MFG. CO.
Shaw-Walker Co.
Yawman and Erbe Mfg. Co.

Trays (Letter, Aluminum)

NU-CRAFT PRODUCTS CO.
Pioneer Steel Co.
SMITH METAL ARTS CO., INC.
Stellar Tool & Mfg. Co., Inc.
VALCO CO.

Trays (Letter, Glass)

Pittsburgh Plate Glass Co.
Sneath Glass Co.

Trays (Letter, Leather Covered)

Artistic Desk Pad & Novelty Co.
Banov-Bernsley & Co.
CHICAGO DESK PAD CO., INC.
FOX, GEO. E., & CO.
GIFT CRAFT LEATHER CO.
MASON STATIONERY PRODUCTS, INC.
Piltzer Qualiton Products, Inc.

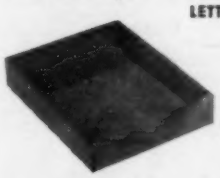
THE KEY TO VOLUME SALES

STEMPCO

THE TRADEMARK OF QUALITY

DESK TRAYS

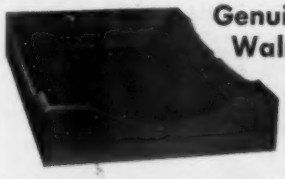
LETTER, LEGAL SIZES



HAND FINISHED

HEAVY FELT BOTTOM

Letter and Legal sizes. Made of finest kiln-dried hardwoods. Beautifully finished in Oak, Imit. Walnut, Genuine Walnut or Imit. Mahogany, Blond Oak, Steel Gray, and Steel Green.



Genuine Walnut

Executive Style

Letter and Legal sizes. Highest quality. Matched wood, hand finished. Felt bottom.

Write for Complete Catalog

STEMPEL MANUFACTURING COMPANY

2830 ROBERTA ST., DALLAS, TEXAS, YAle 3135

POLAR MFG. CO.
REDI-RECORD PRODUCTS CO.
Regal & Wade Mfg., Inc.
SAINBERG & CO., INC.
Star Office Accessories Co.
Stationers Specialty Corp.

Trays (Letter, Plastic)

Alpine Mfg. Co.
ART STEEL SALES CORP.
Artmor Plastics Corp.
Gits Molding Corp.
MASON STATIONERY PRODUCTS, INC.
Morris, Bert M., Co.
ROCKWELL-BARNES CO.
SERVICE PRODUCTS DIVISION
Shaw-Walker Co.
ZEPHYR AMERICAN CORP.

Trays (Letter, Simulated Leather Covered)

CHICAGO DESK PAD CO., INC.
FOX, GEO. E., & CO.
GIFT CRAFT LEATHER CO.
MASON STATIONERY PRODUCTS, INC.
REDI-RECORD PRODUCTS CO.
Regal & Wade Mfg., Inc.
SAINBERG & CO., INC.
Smith, S. K., Co.
Star Office Accessories Co.
Stationers Specialty Corp.

Trays (Letter, Steel)

All Purpose Metal Equipment Corp.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BAINBRIDGE, KIMPTON & HAUPT, INC.
BROWNE-MORSE CO.
COLE STEEL EQUIPMENT CO., INC.
(See Catalog Insert, Pages 149-156)
CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Dehler Mfg. Co., Inc.
ERIE ART METAL CO.
FRANKLIN METAL PRODUCTS CO.
General Fireproofing Co.
Globe-Wernicke Co.
Hall, Gordon L., Co.
HASKELL, INC.
INVINCIBLE METAL FURNITURE CO.
Jayem Sales Corp.
LIT-NING PRODUCTS CO.
Maso Steel Products
MAYFAIR CO.
MODERN STEELCRAFT, INC.
NU-CRAFT PRODUCTS CO.
PEERLESS STEEL EQUIPMENT CO.
Pioneer Steel Co.
Premier Supply Corp.
SECURITY STEEL EQUIPMENT CORP
SENGBUSCH SELF-CLOSING INK-STAND CO.
SMITH METAL ARTS CO., INC.
STEEL PARTS MFG. CO.
Steelcase, Inc.
Vanpe, Inc.
Weis Mfg. Co.
Yawman and Erbe Mfg. Co.

Trays (Letter, Wicker)

Baille Wickercraft Corp.

Trays (Letter, Wire)

BAINBRIDGE, KIMPTON & HAUPT, INC.
IDL MFG. & SALES CORP.
Massillon Wire Basket Co.
MAYFAIR CO.
Meyers, Fred L., Mfg. Co.
Washburn Co.
Worcester Wire Novelty Co., Inc.

Trays (Letter, Wood)

Artistic Desk Pad & Novelty Co.
Bandes, Julius, & Co., Inc.
Decatur Industries, Inc.
DORO MFG. CO.
Doten-Dunton Desk Co.
Executive Furniture Co.
Finch & McCullough
Handi-Blott Co.
Hanes Chair & Furniture Co., Inc.
HEDGES MFG. CO.
JASPER OFFICE FURNITURE CO.
JASPER TABLE CO., INC.
Lehigh Furniture Corp.
Majestic Stationery Co.
MAYFAIR CO.
Merchants Box Co.
Myrtle Desk Co.
Nucraft Furniture Co.
POLAR MFG. CO.
QUIGLEY FURNITURE CO.
RISHEL, J. K., FURNITURE CO.
ROCKWELL-BARNES CO.
Scerbo, Frank, & Sons, Inc.
Shaw-Walker Co.
Shelbyville Desk Co.
STANDARD FURNITURE CO.
STEMPEL MFG. CO.
Stow & Davis Furniture Co.
Weis Mfg. Co.

when you see a

bold face

listing . . .

it means the manufacturer has an advertisement in this issue giving further information about his products.

If the ad is not adjacent to the listing, refer to the Advertisers Index inside the back cover.

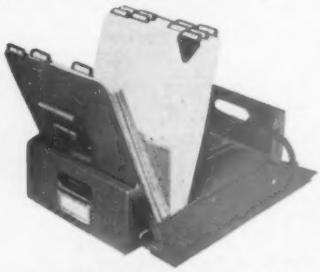
P.E.C. the SYMBOL of QUALITY

preferred by Dealers
because it's preferred by Customers

The PEC line of posting equipment is the complete line for every machine posting need. Functionally designed for beauty, ruggedness and dependability — your customers will realize greater economy and satisfaction from machine posting equipment with PEC.

DUO-MATIC POSTING TRAYS AND STANDS

Tray models for sheet sizes from 7" x 11" to 14½" x 12". Stands available in skeleton type, fully enclosed or with Filing Drawer.



PORTA-MATIC POSTING TRAYS

Porta-Matic Trays available in 12", 14¾", 18" and 23¾" lengths and ten widths from 5" to 17". Lightweight—portable. Stands available for all sizes.

REGISTER FORM TRAYS

Five sizes for all standard register and sales book forms.

POSTING BOX

For Payroll and other records requiring small capacity containers. Will accommodate sheet sizes up to 9" x 11" and 12" x 12". Capacity 3".

For prices and descriptive literature, write

POSTING EQUIPMENT CORPORATION

1026 Niagara St., Buffalo 13, N. Y.

Canadian Associate: PRESTON-NOELTING, LTD.
Stratford, Ontario

Trays (Posting)

Automatic File & Index Co.
Business Efficiency Aids
DIEBOLD, INC.
DOLIN METAL PRODUCTS, INC.
Hadley, Charles R., Co.
Kohlhaas Co.
Konko Sales Co.
Le Febure Corp.
Master-Craft Corp.
National Blank Book Co.
Norfield Methods & Procedures, Inc.
POSTING EQUIPMENT CORP.
Remington Rand Inc.
Shaw-Walker Co.
Sheppard, C. E., Co.
Visirecord, Inc.
Weber Bros. Metal Works
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Trays (Posting, Insulated Cabinet)

Lee, L. O'D
Remington Rand Inc.
Shaw-Walker Co.

Trays (Sorting)

All Purpose Metal Equipment Corp.
Angle Steel, Inc.
ART STEEL SALES CORP.
Automatic File & Index Co.
Currier Mfg. Co.
Dehler Mfg. Co., Inc.
DOLIN METAL PRODUCTS, INC.
FRANKLIN METAL PRODUCTS CO.
Geller, J. R., Co.
HASKELL, INC.
HEDGES MFG. CO.
Jayem Sales Corp.
LIT-NING PRODUCTS CO.
MAYFAIR CO.
NU-CRAFT PRODUCTS CO.
Pioneer Steel Co.
Shaw-Walker Co.
Yawman and Erbe Mfg. Co.

Trays (Stationery, Desk)

(See Racks, Stationery)

Triangles, T-Squares

ALVIN & CO.
Bruning, Charles, Co., Inc.
Cardinell Corp.
Charvoz-Roos Corp.
Compass Instrument & Optical Co., Inc.
C-Thru Ruler Co.
Dietzgen, Eugene, Co.
Elliott, B. K., Co.
Engineering Instruments, Inc.
Fairgate Rule Co.
Favor, Ruhl & Co., Inc.
IDL MFG. & SALES CORP.
Keuffel & Esser Co.
MAYLINE CO., INC.
Morilla Co., Inc.
Nobema Products Corp.
Pease, C. F., Co.
Post, Federick, Co.
Turner Devices, Inc.
Weber, F., Co., Inc.
Weil, J. H., & Co.

Trimming Boards

American Photo Laboratories
Arel, Inc.
BRADLEY, MILTON, CO.
Bruning, Charles, Co., Inc.
Burke & James, Inc.
CEL-U-DEX CORP. (INDEX STRIPS)
Challenge Machinery Co.
Chandler & Price Co.
Compass Instrument & Optical Co.
Dex Safety Trimmer
Eastman Kodak Co.
Gane Bros. & Lane, Inc.
Gestetner Duplicator Corp.
Hobbs Mfg. Co.
IDEAL SCHOOL SUPPLY CO.
Photo Materials Co.
Post, Frederick, Co.
Speidel, Charles W., & Co., (Electric)

Trophy Cases

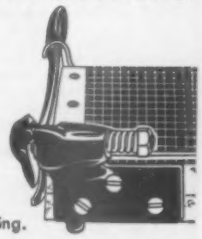
(See Cases, Trophy)

IN DEMAND . . . MILTON BRADLEY MULTI-PURPOSE PAPER CUTTERS!

Each day more customers are demanding the Milton Bradley cutter. They know that the Milton Bradley line offers the latest in convenience and design — plus an enviable reputation for quality for almost a century.

So take a tip from other smart merchants. Stock the Milton Bradley line of cutters. You'll find them easier to sell — and more profitable.

Note These Exclusive Features:



Tension Spring specially tempered for extra strength and durability assuring sharp and accurate cutting. **Sturdy Construction** of solid hardwood table and precision metal parts. **Rubber Cushions** on base to prevent sliding or scratching.

Precision Ruled Table with accurate easy-to-see white lines indented below the green board surface to last the life of the cutter assures perfect right-angle cutting. **Adjustable Guide** for accuracy in volume cutting (optional). **Fine ground blades** of highest grade steel can be detached from handle when sharpening is necessary.

MB MILTON BRADLEY

A SIZE FOR EVERY NEED

Milton Bradley Cutters are available in seven sizes from 8" to 30" blade — $6.00 to $57.50 retail. If you do not already stock Milton Bradley Cutters, get in touch with your distributor today — or write direct to us.

MILTON BRADLEY COMPANY
SPRINGFIELD 2, MASS.

Truck Record Forms

(See Forms, Truck Record)

Trucks (For Folding Chairs)

Adirondack Chair Co.
American Seating Co.
Brewer-Titchner Corp.
Dependable Mfg. Co.
Flewelling, L. C., Co.
Hamilton Caster & Mfg. Co.
Howe Folding Furniture, Inc.
Howe Scale Co.
Krueger Metal Products Co.
LYON METAL PRODUCTS, INC.
MIDWEST FOLDING PRODUCTS
Neubauer Mfg. Co.
Nutting Truck & Caster Co.

Trucks (Hand)

Associated Services
Bernard Franklin Co., Inc.
Colson Corp.
Dependable Mfg. Co.
Frantz Industries
Hamilton Caster & Mfg. Co.
Nutting Truck & Caster Co.
Plycraft Corp.
Reardon Products
Tabet Mfg. Co., Inc.
Tammi Safe & Vault Co.
Tucker-Dorsey Mfg. Corp.

Trucks (Hand, Lift)

Big Joe Mfg. Co.
Colson Corp.
Hamilton Caster & Mfg. Co.
Howe Scale Co.

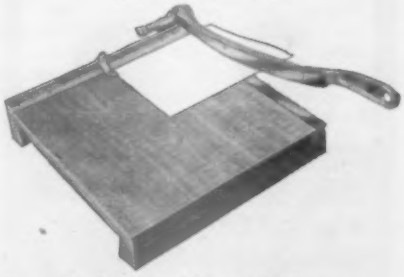
Trucks (Library, Book)

Angle Steel, Inc.
Bernard Franklin Co., Inc.
Demco Library Supplies
General Fireproofing Co.
Hearthside Industries
Nutting Truck & Caster Co.
Plycraft Corp.
Toledo Metal Furniture Co.

Check These Quick-Sale Features of

INGENTO

QUALITY TRIMMERS



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- Tempered Tool Steel Blades
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- Sizes for Every Need
  6, 8, 10, 12, 15, 18, 24 and 30 inches.

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(See Gold Stamping Machines)

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(See Steel Type, Typewriter)

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Ideal Industries, Inc.
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BARCO

Typewriter Cleaner

Equally Effective for
- Multigraphs
- Adding & Billing Machines
- Rubber Stamps

Cleans type instantly and easily. Swab in bottle always ready for use. • • •

Lengthens Life of Rollers as both a Cleanser and Preservative. • • •

Dries Quickly; Harmless to Skin. • • •

Safe! Won't burn or explode. Pleasant odor.

Underwriter's Laboratories Approved

2 oz. - 4 oz. - 7 oz. - Quarts - Gallons and Aerosols

WRITE TODAY! for details on Barco Typewriter Cleaner and other Barco Products—also available under your *Private Label*

★ Liquid Hand Soaps
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★ Mimeograph Stencil Cleaner
★ Office Machines Cleaning Bath Liquids
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Duplicopy Co.
Federal Mining & Mfg. Co.
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Frye Mfg. Co.
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Mongol Chemical Co.
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Ronnie Products, Inc.
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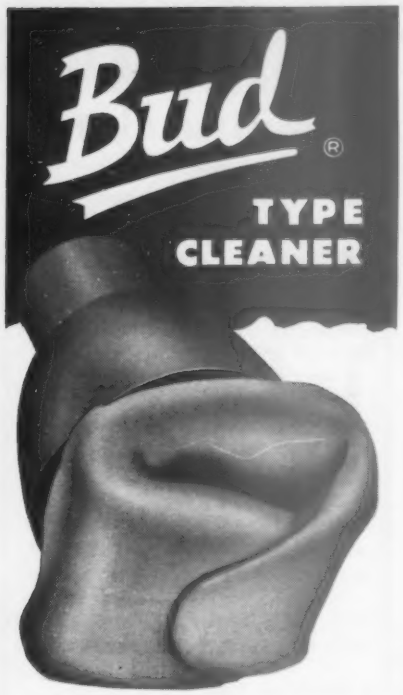
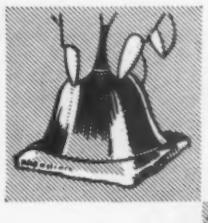


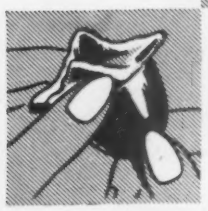
PINK PLASTIC PUTTY

that pulls the dirt out of typewriter type rather than washing it into the machine



Flatten the putty by pressing very firmly.

Press it on all of the type. Do not rub.



Fold the putty upward to original pyramid shape.

NO MESSY LIQUIDS to remove nail polish, spot or spatter clothes.

NO HARMFUL FUMES to cause headaches or colds.

To make neat erasures—just touch the word to be erased, Bud will absorb the surplus ink. Then erase and there will be no smear.

Retails for 50¢ each

Dealers—write for sample and cost

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BALTIMORE 12, MARYLAND

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Faber, Eberhard, Pencil Co.
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GIES, WALTER G., CO.
HEYER CORP.
(See Catalog Insert, Pages 129-132)
Mimeo Mfg. Co.
Mittag & Volger, Inc.
Norta Distributing Co.
Shipman-Ward Mfg. Co.
Smith-Corona Inc.

Type Cleaning Devices

Ames Supply Co.
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Egry Register Co.
Hamilton Autographic Register Co.
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COLUMBIA RIBBON & CARBON MFG. CO., INC.
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Safeguard Corp.
Shipman-Ward Mfg. Co.
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Typewriter Brushes

(See Brushes, Typewriter)

Typewriter Cabinets (Silencing)

(See Cabinets, Office Machine, Silencing)

Typewriter Cases

(See Cases, Typewriter)

Typewriter Cleaning Bath

(See Cleaning Bath, Typewriter)

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type cleaner

A quick clean method to clean type on typewriters.

JUST APPLY DAUBER
NUTYPE DRIES INSTANTLY

Retail price 60c and $1.00 per bot.
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JIFFY yellow plastic putty TYPE CLEANER IF desired retail price 50c.

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YOU CAN STOP LOOKING!

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We manufacture a large assortment of plastic, precision-engineered keytops to fit almost any machine ever made. They're non-flammable and easy to install.

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She's working too hard

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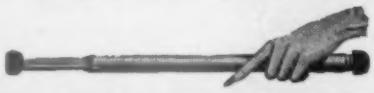
THE AMAZING DESK STABILIZER

Makes typing Easier, Faster

No one can be expected to type decently on a wobbly, slanting typewriter platform. But with Jac-a-desk, typing becomes easier, faster, less noisy—mistakes fewer. Jac-a-desk has smooth exterior—no protruding locks or handles (automatically locks and releases). Expands from 16" to 30"—high enough to support standard height desk leaves. See your dealer today! Specify Jac-a-desk!

"UNCONDITIONALLY GUARANTEED"

IMPORTANT! Before making costly repairs or replacement try Jac-a-desk. Perhaps your typewriter only needs this common-sense support. Up in a jiffy, down in a jiffy—locks automatically. Non-snag, satin-like finish. Sure grip rubber ends. Easy to stow.



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(See Desks, Typewriter)

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(See Erasers, Typewriter)

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- TELESCOPES TO FIT INTO DESK DRAWER

Extremely liberal discounts!

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(See Paper, Typewriter)

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(See Repair Kits and Tools, Typewriter)

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(See Ribbons, Typewriter)

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(See Pads, Typewriter)

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(See Stands, Typewriter)

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(See Tables, Typewriter)

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Office Equipment Corp.
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Inter-Continental Trading Corp.
Olivetti Corp. of America
Paillard Products Inc.
Remington Rand Inc.
Royal Typewriter Co., Inc.
Smith-Corona Inc.
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Paillard Products, Inc.
Remington Rand Inc.
Royal Typewriter Co., Inc.
UNDERWOOD CORP.

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(See Stands, Umbrella)

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(See Cabinets, Binder, Visible Record)

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Globe-Wernicke Co.
Postindex Co., Div.
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Nathan's

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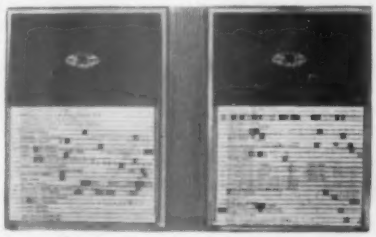
The "Build-Up" VISIBLE RECORD EQUIPMENT "Expands as the Record Grows"

Can be added to section by section as needed. All the features of VICTOR VISIBLE at low initial cost.

All Victor Visible Equipment Units Feature the Famous "Easy Shift" Pockets and ¼" Protected Visible Margins.



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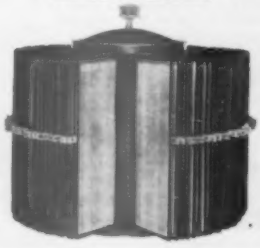
"The Book of 1000 Uses" Pyroxylin bound books with "EASY SHIFT" pockets. Fits into regular desk or file drawer.



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Easily referred to frames for tube or card records — revolves at a touch. Each record protected from soil and wear by transparent celluloid. Other handy reference equipment — desk stands, wall brackets, telephone switchboard brackets — available for every need.

Victor Visible Record Equipment is sold only through dealers.

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(See Forms, Visible Record)

Visible Records (Binder)

(See Binders, Visible)

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Landa Leather Products Co.
Plastic Service Co.
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Shank Leather Goods Co.
Springfield Leather Products Co.
Standard Leather Products, Inc.
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COOKE & COBB CO.
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Yawman and Erbe Mfg. Co.

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Ames Safety Envelope Co.
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Autopoint Co.
Boyle Leather Goods Co., Inc.
Collier Mfg. Corp.
COOKE & COBB CO.
DOPPELT, CHARLES, & CO., INC.
Forbes Products Corp.
HAZEL-VINYL PRODUCTS
Josephson Mfg. Corp.
Kirk Plastic Co.
Landa Leather Products Co.
Lexington Leather Goods Co.
Plastic Service Co.
REDI-RECORD PRODUCTS CO.
Robert Mfg. Co.
Vita Specialties Co.
WILSON JONES CO.
Winfield Mfg. Co.
Yawman and Erbe Mfg. Co.

Wardrobe Cabinets

(See Cabinets, Wardrobe)

Wardrobe Racks

(See Racks, Hat and Coat)

Wardrobe-Storage Cabinets (Combination)

(See Cabinets, Storage-Wardrobe Combination)

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Waste Baskets (Fibre)

BAINBRIDGE, KIMPTON & HAUPT, INC.
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Fibre Forming Corp.
NATIONAL VULCANIZED FIBRE CO.
Plycraft Corp.
Spaulding Fibre Co., Inc.
Stationers Guild of America

Waste Baskets (Leather Covered)

American Binder Co.
Banov-Bernsley & Co.
CARLTON-SURREY, INC.
CHICAGO DESK PAD CO., INC.
FOX, GEO. E., & CO.
GIFT CRAFT LEATHER CO.
Myrtle Desk Co.
Nascon Products Division
Piltzer Qualiton Products, Inc.
POLAR MFG. CO.
Regal & Wade Mfg., Inc.
SAINBERG & CO., INC.
Star Office Accessories Co.
Stationers Specialty Corp.

Waste Baskets (Plastic)

Almac Plastics, Inc.
Collier Mfg. Corp.
Spaulding Fibre Co., Inc.

Waste Baskets (Reed, Willow)

Artistic Reed & Willow Mfg. Co.
Baillie Wickercraft Corp.
Burlington Willow Ware Shop

Waste Baskets (Simulated Leather Covered)

American Binder Co.
FOX, GEO. E., & CO.
FRANKLIN METAL PRODUCTS CO.
Regal & Wade Mfg., Inc.

SAINBERG & CO., INC.
Smith, S. K., Co.
Star Office Accessories Co.

Waste Baskets (Steel)

ALL-STEEL EQUIPMENT INC.
Angle Steel, Inc.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Associate Products Co.
Automatic File & Index Co.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
CENTRAL CAN CO.
Combined Industries, Inc.

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The Service Bureau of OFFICE APPLIANCES will gladly process your requests.

if you want to make money on wastebaskets!

ROUND TAPER Popular for office and classroom. Large in capacity, occupies small space.		No. 1	No. 2	No. 3
	Top Dia.:	10"	12"	14"
	Bottom Dia.:	8"	10"	12"
	Depth:	12"	14"	16"
SQUARE TOP Same as No. 2 above but with square top. Fits corner or against wall.		No. 2-A		
	Top:	10½" x 10½"		
	Bottom Dia.:	10"		
	Depth:	14"		
SQUARE TAPER A distinctive style, popular with executives. Ideal for reception or board rooms.		No. 5		
	Top:	12" x 12"		
	Bottom:	10" x 10"		
	Depth:	15"		
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	Top:	Length 15½" Width 9¼"		
	Bottom:	Length 14" Width 7"		
	Depth:	15"		
ROUND STRAIGHT Specially designed for washrooms, cafeterias, libraries, laboratories.		No. 9	No. 10	
	Diameter:	14"	14"	
	Depth:	20"	30"	

VUL-COTS' 5 Year Guarantee Is Your Customers' Insurance!

BIGGER PROFITS

It's a fact VUL-COTS give dealers a bigger unit profit per sale than any other wastebaskets in their class—sold anywhere! Plus being the outstanding commercial wastebasket on the market today!

LONGER-LIFE

National's Hard Vulcanized Fibre is the magic material that makes VUL-COTS a lifetime product. It is strong, tough, smooth and durable and gives VUL-COTS years of attractive service life.

BETTER VALUE

You have more to offer (and more to gain) when you make a VUL-COT sale. Here's why! VUL-COTS won't splinter, dent, crack, rust, or corrode. VUL-COTS' exclusive double rolled top remains smooth and round for the life of the basket . . . it won't break, loosen or fray. VUL-COTS are lightweight—easy to handle and clean.

CUSTOMER SATISFACTION

VUL-COTS are a better sale for you—and a better value for your customers. Insure complete customer satisfaction by offering this handsome VUL-COT line in a full range of sizes and styles in attractive permanent colors.

Write for catalog price sheet direct to . . .

NATIONAL
VULCANIZED FIBRE CO.
WILMINGTON 99, DELAWARE

◄ SEE PAGES 4 TO 21 FOR ADDRESSES; PAGES 291 TO 322 FOR TRADE NAMES ►

Don't Let Inventory Stacked Out of Sight Rob You of Sales

TO SELL MORE—DISPLAY MORE

DAN-DEE BASKETS

Take advantage of Dan-Dee's easy salability—keep them on display. Let every customer see them . . . demonstrate them to every office equipment buyer and watch how your basket sales will soar.

THERE'S A DAN-DEE FOR EVERY NEED

EXECUTIVE LINE STEEL BASKETS

Beautifully Designed! ***Ruggedly Built!***

LIFETIME VINYL PROTECTIVE BUMPERS and RUBBER FEET

In Three Sizes and Three Patterns

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Rubber feet prevent marring floors, eliminate noise and provide air space between bottom of container and floor affording fire protection.

No. 9 PRESIDENT
Size: 9" x 15" Wide, 13" High.
Finishes: Office Grey, Desert Sand, Sea Mist, Grained Walnut.

No. 8 SENATOR
Size: 13" x 13" Wide Top, 15½" High.
Finishes: Olive Green, Walnut Enamel, Mahogany Enamel, Office Grey, Sea Mist; Grained Walnut, Mahogany or Oak at slight additional cost.
Material: 26 Ga. C.R. Steel.
Packed: 6 to Carton—Wgt. 36 Lbs.

No. 7 SECRETARY
Size: 12" x 12" Wide Top, 12½" High.
Finishes: Olive Green, Walnut Enamel, Mahogany Enamel, Office Grey; Grained Walnut, Mahogany or Oak at slight additional cost.
Material: 26 Ga. C.R. Steel.
Packed: 6 to Carton—Wgt. 25 Lbs.

STURDY STEEL WASTE BASKETS

Used in Offices, Factories, Schools, Institutions
Nos 3, 4, 11, 12

Built of heavy gauge, cold rolled steel to withstand rough usage. Round, tapering shape with smoothly turned top rim and recessed bottom gives basket maximum rigidity. Recessed bottom also affords fire protection. Tapered to insure close nesting, and thus effect a saving in freight.

FINISHES: Olive Green, Office Grey, Walnut and Mahogany Enamel.

Sizes, Weights, Packaging
No. 11: 12" High, 11" Dia. at Top. 12 to Carton. Weight: 38 Lbs.
No. 12: 14" High, 13" Dia. at Top. 6 to Carton. Weight: 27 Lbs.
Made of 26 Ga. Steel.

Sizes, Weights, Packaging
No. 3: 12" High, 11" Dia. at Top. 12 to Carton. Weight: 37 Lbs.
No. 4: 14" High, 13" Dia. at Top. 6 to Carton. Weight: 24 Lbs.
Made of 28 Ga. Steel.

ERIE ART METAL COMPANY INC.

ERIE, PENNA. **P.O. BOX 1187**

Waste Baskets (Steel)

(Continued from page 286)

CORRY-JAMESTOWN MFG. CORP.
(See Catalog Insert, Pages 105-106)
Dash Metal Products Co.
ERIE ART METAL CO., INC.
FRANKLIN METAL PRODUCTS CO.
General Fireproofing Co.
Globe-Wernicke Co.
GOODFREND METAL PRODUCTS CO.
HASKELL, INC.
Hunting-Roberts Co.
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Lawson, F. H., Co.
Maso Steel Products
MASTER METAL PRODUCTS, INC.
MAYFAIR CO.
Nationwide Office Supply Co.
NU-CRAFT PRODUCTS CO.
Parkersburg Steel Co.
PEERLESS STEEL EQUIPMENT CO.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
STEEL PARTS MFG. CO.
Steelcase, Inc.
Steelware Mfg. Corp.
Vanpe, Inc.
Watson Mfg. Co.
Yawman and Erbe Mfg. Co.

Waste Baskets (Wire)

Combined Industries, Inc.
FRANKLIN METAL PRODUCTS CO.
Lawson, F. H., Co.
Massillon Wire Basket Co.
MAYFAIR CO.
Meyers, Fred L., Mfg. Co.
Peerless Wire Goods Co.
Washburn Co.
Worcester Wire Novelty Co., Inc.

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Artistic Desk Pad & Novelty Co.
Bandes, Julius, & Co., Inc.
CARLTON-SURREY, INC.
Central Desk Mfg. Co.
Doten-Dunton Desk Co.
Executive Furniture Co.
Flewelling, L. C., Co.
Garland Furniture Co.
Hanes Chair & Furniture Co., Inc.
HOOSIER DESK CO.
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INDIANA DESK CO.
JASPER DESK CO.
(See Catalog Insert, Pages 111-112)
JASPER OFFICE FURNITURE CO.
JASPER TABLE CO., INC.
Lehigh Furniture Corp.
Leopold Co.
Merchants Box Co.
Myrtle Desk Co.
Nucraft Furniture Co.
RISHEL, J. K., FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
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Shelbyville Desk Co.
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RELY ON THE INDEX WHENEVER YOU NEED PRODUCT INFORMATION

This *dependable* guide to sources of supply can well be your most valuable purchasing aid. Under the PRODUCT LISTINGS you will find the names of manufacturers of all types of office supplies, machines and furniture. The complete address of each manufacturer can be located easily in the ALPHABETICAL LISTINGS at the front of the INDEX. Trade names are listed conveniently near the back, in addition to important details concerning all of the trade associations in the office equipment and supply industry.

Let the BUYERS INDEX ISSUE serve you daily. Depend on it . . . train your salesmen and office employees to use it also. Keep it centrally located so that everyone has access to it. And remember . . . replacement cannot be guaranteed . . . so be sure that your copy does not get misplaced or filed out of sight. *The INDEX is the most authoritative buying service available to the trade.*

For further information from advertisers in the BUYERS INDEX, use the handy inquiry-cards bound inside the back cover. No postage needed.

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(See Cans, Waste Paper, Self-Closing)

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Kathman Associates
Meylan Stopwatch Corp.

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Elliott, B. K., Co.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
Nobema Products Corp.
Sanford Ink Co.
Swan Pencil Co., Inc.
Weber, F., Co.

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General Electric Co.
Hires, Charles E., Co., Inc.
Sunroc Co.
Temprite Products Corp.
Uniflow Mfg. Co.
Westinghouse Electric & Mfg. Co.

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(See Sealing Wax)

Wax Seals

(See Seals, Wax, Hand Stamp)

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Atlas Stationery Corp.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Carpenter Paper Co.
Jaclin Stationery Co.
Majestic Stationery Co.
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Pearson, G. S. Co.
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Thorp & Martin Co.
Universal Manufacturing Stationers, Inc.
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Plastic Fabricators Co.
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WILSON JONES CO.

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(See Clips, Display)

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(See Ventilators, Window, Attic)

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(See Dictating Machines, Wire)

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Fits all Cars and Trucks with open flange dashboards.

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(See Calculating Devices, Withholding Tax)

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(See Forms, Withholding Tax)

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Boomerang Chair Pad Co.
Bristow, Stanley R.
Currier Mfg. Co.
EVANS SPECIALTY CO., INC.
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Kohlhaas Co.
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MAYFAIR CO.
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Work-Organizer Specialties Co.

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FOX, GEO. E., & CO. INC.
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(See Paper, Wrapping, Kraft)

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(See Tablets and Pads, Writing)

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SENECA NOVELTY CO., INC.
Westcott Rule Co., Inc.

Zipper Ring Binders

(See Binders, Zipper Ring)

TRADE NAMES AND TRADE MARKS

See alphabetical section beginning on page 4 for addresses of manufacturers and suppliers.

A

A-44 Staplers and Staples, Arrow Fastener Co., Inc.
A.B.C. Pencils, Blaisdell Pencil Co.
ABC Payroll Systems, The Todd Co., Inc.
A.B.E. Perforators and Check Cancellors, American Bank Equipment Co.
ABS Snapout Form Feeders, American Business Systems
AF 51 Spirit Duplicator, Hectographia Corp.
A. & M. BRAND Ribbons and Carbons, Allen & Co.
AP Paper Punch, Master Products Mfg. Co.
APG Coin Envelopes, American Paper Goods Co.
A-S-E Office and Factory Equipment, All-Steel Equipment Inc.
ASF Vertical Blueprint Files, Atlas Stencil Files Corp.
ATR Dictating Machine Converter, American Television & Radio Co.
A-W Pencils, A. W. Faber-Castell Pencil Co.
A LINE A DAY Diaries, Samuel Ward Mfg. Co.
A PAGE A DAY Diaries, Samuel Ward Mfg. Co.
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ACADEMIC Pencils, Eagle Pencil Co.
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ACADEMY Ruled Pads and Fillers, Processed Papers
ACCEPTANCE Bond, Ledger Paper, American Writing Paper Corp.
ACCESSO Steel Desk Trays, Yawman and Erbe Mfg. Co.
ACCESSO Wire Desk Tray, Worcester Wire Novelty Co., Inc.
ACCESSO Wood Desk Trays, Globe-Wernicke Co.
ACCO Punches, Clips, Fasteners, Acco Products, Inc.
ACCOBIND Folders, Acco Products, Inc.
ACCOFLEX Binders, Acco Products, Inc.
ACCOPRESS Binders, Acco Products, Inc.
ACCOSTOR Storage Binders, Acco Products, Inc.
ACCOUNTANT Loose Leaf Binders, Fred Proctor Co.
ACCOUNTANT SPECIAL Carbon Paper, Columbia Ribbon & Carbon Mfg. Co., Inc.
ACCOUNTANTS' Transfer Binders, Philip Hano Co.
ACCOWAY Blueprint Filing Equipment, Acco Products, Inc.
ACCURATE Adding Machine Rolls, Central Paper Co.
ACE Binders and Catalog Covers, Ace Loose Leaf Bindery Co.
ACE Copyholders, Lit-Ning Products Co.
ACE Letter Files, Acme Letter File Corp.
ACE Office Machine Pads, Ace Lite-Step Co.
ACE Perpetual Calendars, Finch & McCullough
ACE Scissors, Acme Shear Co.
ACE Staplers and Staple Removers, Ace Fastener Corp.
ACE CADET Staplers and Staples, Ace Fastener Corp.
ACE CLIPPER Staplers, Ace Fastener Corp.
ACE GLIDER Staplers, Ace Fastener Corp.
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ACE SCOUT Staplers, Ace Fastener Corp.
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ACE TACKER Tackers, Ace Fastener Corp.
ACELINER Staplers and Staples, Ace Fastener Corp.
ACHILLES Stamp Racks, R. A. Stewart & Co., Inc.
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ACME Business Forms, Acme Visible Records, Inc.
ACME Duplicators, Levison & Blythe Mfg. Co.
ACME Letter Files, Acme Letter File Corp.
ACME Lumber Crayons, American Crayon Co.
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ACME Pencils, Koh-I-Noor Pencil Co., Inc.
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ACME School Desks, E. W. A. Rowles Co.
ACME Scissors and Shears, Acme Shear Co.
ACME Seal Presses, Art Novelty Mfg. Co.
ACME Sectional Post Binders, Wilson Jones Co.
ACME Standard and Automatic Time Stamps, Roberts Numbering Machine Co.
ACME Steel Filing Cabinets, E. W. A. Rowles Co.
ACME Visible Card Systems, Acme Visible Records, Inc.
ACMELOID Liquid Coating, Acme Visible Records, Inc.
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ACORN Loose Leaf Note Books, Elbe File & Binder Co., Inc.
ACORN Thumb Tacks, Oakville Co.
ACOUSTOR Noise Control Cabinets, Watkins Industries
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ACROCAST Name Plates, Acromark Co.
ACROCEL Porcelain Enameled Signs, Acromark Co.
ACROLITE Edge-lighted Signs, Acromark Co.
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ACTION Papers, Crocker-McElwain Co.
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ACTO Paper Clips, Acco Products, Inc.
ADAMS Desk Memo, Seymour Products Co.
ADAMS Stamps and Signs, S. G. Adams Co.
ADCO Chain Binders, Wilson Jones Co.
ADCO Rubber Cement, Adhesive Products Corp.
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ADDEX Photograph Albums, Plastic Service Co.
ADDIES Adding Machine Rolls, Cellulose & Paper Converting Co.
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ADDISON Typewriter and Adding Machine Ribbons, Peerless-Imperial Co., Inc.
ADDOMETER Stylus Adding Machines, Reliable Typewriter & Adding Machine Co.
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ADDRESSOGRAPH Addressing and Accounting Machines, Addressograph-Multigraph Corp.
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ADJUSTABLE FLEXI-POST Machine Posting Binder, Stationers Loose Leaf Co.
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ADJUST-A-SHELF Book Units, The General Fireproofing Co.
ADJUST-A-TABLE Adjustable Typewriter Table, Jasper Table Co., Inc.
ADJUSTIT Price Card Holders, Rudolf Orthwine Corp.
ADJUSTO Mechanical Pencils, Blaisdell Pencil Co.
ADJUSTO Price Markers, Hampden Mfg. Co.
ADJUSTO Storage Cabinets, Art Steel Sales Corp.
ADJUSTO Tray Binder, Le Febure Corp.
ADJUSTO Utility Tables, Sherman-Manson Div.
ADJUST-O-FLEX Card Filing Systems, Victor Safe & Equipment
ADJUSTO-SWING Typewriter Shelves, Adjusto-Swing Office Machine Stands Co.
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ADMIRATION Plastic Rulers, Northeastern Plastics, Inc.
ADONIS Copying Ink Pencils, Richard Best Pencil Co., Inc.
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ADRUB Rubber Cement, Adhesive Products Corp.
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ADVANCE Numbering Machines, Consolidated Stamp Mfg. Co.
ADVANCE Papers, L. L. Brown Paper Co.
ADVANCE Steel Desks and Tables, The Globe-Wernicke Co.
ADVANCO Filing Supplies and Salesbooks, Advanco Products
ADVERTAGS Advertising Tags, Denney Tag Co.
AERIAL Pencils, Joseph Dixon Crucible Co.
AERO Loose Leaf Fillers, American Pad & Paper Co.
AERO Paper Drinking Cups, U. S. Envelope Co.
AERO-ART Costumers, Hat and Coat Racks, Frantz Industries
AERO-BRAND Marking and Office Machine Inks, Specialty Ink Co., Inc.
AEROMATIC Markers and Marker Inks, Specialty Ink Co., Inc.
AERO-TWEED Binders, Master-Craft Corp.
AFICO Steel Furniture, Automatic File & Index Co.
AFRICAN Pencils, American Pencil Co.
AGATE Card Trays, Hedges Mfg. Co.
AGATE Letter Files, Weis Mfg. Co.
AGAWAM Bond, Onion Skin Paper, American Writing Paper Corp.
AGITOR Typewriter Cleaning Equipment, Graymills Corp.
AICO Indexes, Index Tabbing, G. J. Aigner Co.
AICO TYPERITE Tabbing, G. J. Aigner Co.
AIR-AGE Office Machine Stands, Kol, Inc.
AIR EXPRESS Mailing Envelopes, Quality Park Envelope Co.
AIR FOAM Cushions, Geo. E. Fox & Co.
AIR KING Air Circulators, Berns Mfg. Corp.
AIR MAIL ACCURACY Beam Postal Scale, Triner Scale & Mfg. Co.
AIR-CELL Latex Office Cushions, B. F. Goodrich Co.
AIRANLITE Canvas Shades, Arlington Seating Co.
AIR-EASE Chair Cushions, Style-Crafters, Inc.
AIR-FLIGHT Circulating Fans, W. W. Welch Co.
AIR-FLIGHT Onionskin Papers, Hano Paper Co., Inc.
AIR-FLO Casters & Trucks, Hamilton Caster & Mfg. Co.
AIR-FLO Steel Cabinets, Cole Steel Equipment Co., Inc.
AIR-FLOW Chairs and Cushions, Cramer Posture Chair Co., Inc.
AIR-FLUFF Paper Shredders, Mitts & Merrill
AIRFOAM Seat Cushions and Deadening Pads, Goodyear Tire & Rubber Co.
AIRGARD Window Ventilators, Airgard Mfg. Co.
AIRGUIDE Weather Instruments, Airguide Instrument Co.
AIR-IN Window Ventilators, Safeguard Corp.
AIRLETTER Manifold Paper, American Pad & Paper Co.
AIRLINE Cash and Security Boxes, Airline Mfg. Co. of Connecticut
AIRLINE Desks, Art Metal Construction Co.
AIRLINE Index Systems, Wabash Filing Supplies, Inc.
AIRLINER School Chairs, Tables, Griggs Equipment Co.
AIRLITE Drawing Board, Frederick Post Co.
AIRPOST Writing Tablets, American Pad & Paper Co.
AIRSPRAY Circulators, Kisco Co., Inc.
AIRTEMP Air Conditioners, Airtemp Div., Chrysler Corp.
AIR-TRAVELER Overnight Bag, Charles Doppelt & Co., Inc.
AIR-TRED Sponge Rubber Matting, American Mat Corp.
AIRWAY EXPRESS Safety Mailing Envelopes, Quality Park Envelope Co.
AJA-DIP TW Typewriter Washer, Magnus Chemical Co.
AJAX Adding Machine Rolls, Fay Paper Products, Inc.
AJAX Check Certifiers, Time Stamps and Daters, Ajax Time Stamp Co., Inc.
AJAX Binders, The Federbush Co., Inc.
AJAX Drawing Papers and Stands, F. Weber Co.
AJAX Paper Drinking Cups, U. S. Envelope Co.
AJUSTRITE Automatic Chairs, Stools, Ajusto Equipment Co.
ALABASTER Pencils, Eagle Pencil Co.
ALADDIN Loose Leaf Ledgers, National Blank Book Co.
ALADDIN Vacuum Bottles, Pitchers, Aladdin Industries, Inc.
ALAMO Safes, Guardsman-Valentine, Inc.
ALBA Erasers, Weldon Roberts Rubber Co.
ALBA Rubber Stamp Ink, Superior Marking Equipment Co.

◄ SEE PAGES 4 TO 21 FOR ADDRESSES OF MANUFACTURERS AND SUPPLIERS ►

ALBEMARLE Artists' Canvas Boards, Morilla Co., Inc.
ALBION Tracing Paper, Frederick Post Co.
ALBUMETTES Pocket Photo Albums, Joshua Meier Co., Inc.
ALCAZAR Safes, Guardsman-Valentine, Inc.
ALCO Ribbons & Carbons, Allen & Co.
ALDEX Aluminum File Guides, Remington Rand Inc.
ALDURO Drawing Instruments, F. Weber Co.
ALERT Erasers, Joseph Dixon Crucible Co.
ALERT Watchmens Clocks, Detex Watchclock Corp.
ALEXANDRA BRILLIANT Writing Paper, Strathmore Paper Co.
ALEXIS Drawing and Water Color Papers, Strathmore Paper Co.
ALFCO Fire Extinguishers, American-LaFrance-Foamite Corp.
ALGENE Self-Inking Roller Markers, Wm. A. Force & Co.
ALGONQUIN Typewriter Papers, Hano Paper Co., Inc.
ALIGNO Mechanical Bookbinding, Spiral Binding Co.
A-LINE Postal Scales, Pelouze Mfg. Co.
A-LINE-A-DAY Diaries, Samuel Ward Mfg. Co.
ALL CLIMATE Stamp Pads, Specialty Ink Co., Inc.
ALL-IN-ONE Paper Clasps, Kimmel Products Co.
ALL-IN-ONE Steel Officettes, Art Steel Sales Corp.
ALL-MARK Receipting Machines, All-Mark Stamp & Sales Co.
ALL SILK Typewriter Ribbons, Franklin Ribbon & Carbon Co.
ALL WEATHER Inks, Superior Marking Equipment Co.
ALLEGAN Albums and Scrap Books, Allegan Paper Products Co.
ALLEN, R. C., Business Machines, R. C. Allen Business Machines, Inc.
ALLEN, R. C.—WOODSTOCK Typewriters, R. C. Allen Business Machines, Inc.
ALLEN-QUIK Twin Erasing Shield, Allen & Co.
ALL-FACTS Bookkeeping Systems, Wilson Jones Co.
ALLIED Ribbon and Carbons, Allied Carbon & Ribbon Mfg. Corp.
ALLIED Name Plates, Allied Mercantile Co.
ALLKORE Pencils, Koh-I-Noor Pencil Co., Inc.
ALLMAIL Automatic Mail Scale, Triner Scale & Mfg. Co.
ALL-METAL PROMOTIONAL Smokers, Chicago Metallic Mfg. Co.
ALL-PURPOSE Folding Screens, Modern Venetian Blinds, Inc.
ALL PURPOSE Mail Tables, All Purpose Metal Equipment Corp.
ALL-PURPOSE Zipper Cases and Portfolios, Charles Doppelt & Co., Inc.
ALL-RITE Ball Point Pens, All-Rite Pen, Inc.
ALLSET Manifolding Forms, Egry Register Co.
ALLSTEEL Parcel Post Scales, Triner Scale & Mfg. Co.
ALLTEX Cements, Technical Tape Corp.
ALLWEATHER Pencils, Wallace Pencil Co.
ALMA Desks and Tables, Alma Desk Co.
ALPHA Blackboard Chalk, Weber Costello Co.
ALPHA Pencils, Eagle Pencil Co.
ALPHA Typewriter Oil, Mittag & Volger, Inc.
ALPHA ART Brief Covers, Cooke & Cobb Co.
ALPHACOLOR Tempera and Crayons, Weber Costello Co.
ALPHA-MERICAL Indexing Systems, Wabash Filing Supplies, Inc.
ALPHASITE Blackboard Chalk, Weber Costello Co.
ALPHATONE Art Paper, Weber Costello Co.
ALPINE Cellulose Sponges, Schroeder & Tremayne, Inc.
ALPINE Plastic Upholstery, Masland Duraleather Co.
ALTON Buff Drawing Paper, B. K. Elliott Co.
ALTON Ruled Paper, Roaring Spring Blank Book Co.
ALUMAFOLD Folding Tables, P.B.R. Mfg. Co.
ALUMA-STEEL Office Chairs, Wells Chair Corp.
ALUMILITE Venetian Blinds, Aluminum Venetian Blind Co.
ALUMIN-EASE Posture Chairs, Cramer Posture Chair Co.
ALUMINUM Pocket Seals, Meyer & Wenthe, Inc.
AMACO Chalk, Crayons and Colors, American Art Clay Co.
AMARON Waste Baskets, Hunting-Roberts Co.
AMAZART Tube Colors, Binney & Smith, Inc.
AMBASSADOR Spirit Duplicator, Copy-Plus, Inc.
AMBASSADOR Typewriters, Paillard Products, Inc.
AMBERLOID Drafting Instruments, Turner Devices, Inc.
AMBRITE Colored Crayons, American Crayon Co.
AMCO Numbering Machine Ink and Inked Pads, American Numbering Machine Co.
AMCO LONGHORN Ribbons and Carbons, American Carbon Paper Mfg. Co.
AMERICAN "5 IN 1" Numbering Machines, American Numbering Machine Co.
AMERICAN Addressing Machines, American Addressing Machine Co.
AMERICAN Art Tablets, American Pad & Paper Co.
AMERICAN Carbon Papers, U. S. Carbon & Ribbon Mfg. Co., Inc.
AMERICAN Check Signers, Cancelers and Endorsers, American Perforator Co.
AMERICAN Crayons, American Crayon Co.
AMERICAN Daters, R. A. Stewart & Co., Inc.
AMERICAN Decalcomania Transfers, American Decalcomania Co.
AMERICAN Duplicating Supplies, Duplicator Paper Co.
AMERICAN Erasers, Leads and Pencils, American Pencil Co.
AMERICAN Folding Chairs, American Seating Co.
AMERICAN Ribbons and Carbons, H. M. Storms Co.
AMERICAN Stamp Albums, Elbe File & Binder Co., Inc.
AMERICAN Staple Pullers, American Machine Works, Inc.
AMERICAN Telautograph Rolls, McKenna & Phelps, Inc.
AMERICAN Thumb Tacks, Hampden Mfg. Co., Inc.
AMERICAN Typewriter and Air Mail Tablets, American Pad & Paper Co.
AMERICAN Wall Safes, American Wall Safe Mfg. Co., Inc.
AMERICAN ACE Ribbons and Carbons, U. S. Carbon & Ribbon Mfg. Co., Inc.
AMERICAN BANKER Steel Pens, Eagle Pencil Co.
AMERICAN BEAUTY Ribbons, Nelson-Eismann Co.
AMERICAN BEAUTY LINE Book Covers, American Beauty Cover Co.
AMERICAN COLLEGE Dictionary, Random House, Inc.
AMERICAN EAGLE Drawing Boards and Tables, Keuffel & Esser Co.
AMERICAN EVERPOINTED Mechanical Pencils, American Pencil Co.
AMERICAN EVERYDAY Dictionary, Random House, Inc.
AMERICAN EXPRESS Sealing Wax, Thaddeus Davids Ink Co., Inc.
AMERICAN LEADER Erasers, American Pencil Co.
AMERICAN NUMBERETTE Numbering Machines, American Numbering Machine Co.
AMERICAN PRESIDENT Zipper Ring Binders, Winfield Mfg. Co.
AMERICAN PRESS Pencils, Koh-I-Noor Pencil Co., Inc.
AMERICAN PRICERETTE Numbering Machines, American Numbering Machine Co.
AMERICAN SPEED SET Numbering Machines, American Numbering Machine Co.
AMERICAN SUPERFINE Papers, Valley Paper Co.
AMERICAN UNIVERSAL Tables, American Seating Co.
AMERICAN VISIBLE Numbering Machines, American Numbering Machine Co.
AMERICAN ZIP Erasers and Cleaners, American Pencil Co.
AMERICO Stencils, Fawn Brands, Ltd.
AMERON Wallets, Ameron Wallet and Leather Novelty Co.
AMESACK Mailing Bags, Cans and Tubes, Ames Bag Co., Inc.
AMESCO Typewriter Supplies, Ames Supply Co.
AMESTYLE Envelopes and Filing Supplies, Ames Safety Envelope Co.
AMESWAY Typewriter Laundry, Ames Supply Co.
AMFILE Albums and Filing Supplies, Amberg File & Index Co.
AMHALITE Ash Receivers, Pen-Rite Corp.
AMITY Leather Goods, Amity Leather Products Co.
AMPECO Copying Pencils, American Pencil Co.
AMPLICALL Intercommunication Systems, Rauland-Borg Corp.
AMRECO Autographic Registers, American Register Co.
AMSSCO Book Covers, American School Service Co.
AMTANG Binders and Loose Leaf Supplies, Amberg File & Index Co.
ANADEL Colored Pencils, Joseph Dixon Crucible Co.
ANALYSLIP Staggered Forms, Ditto, Inc.
ANCHOR Ribbons and Carbons, Allied Carbon & Ribbon Mfg. Corp.
ANCHOR CLASP Envelopes, Wilson Jones Co.
ANDAL Typewriter Pads, Andrews-Alderfer Co.
ANDREWS Blackboard Erasers, Weber Costello Co.
AN-DU-SEPTIC Blackboard Crayons, Binney & Smith, Inc.
ANDY Stamp Racks, Bankers & Merchants, Inc.
ANDY UNITS OF STEEL Cabinets, Desks, Files, Anderson-Hickey Co., Inc.
ANGLE-HOLD Picture Hooks, Hampden Mfg. Co., Inc.
ANGLO Chamois, Schroeder & Tremayne, Inc.
ANGLO-SAXON Pencils, Joseph Dixon Crucible Co.
ANNIHILATOR Ink Eradicator, S. S. Stafford, Inc.
ANPACO DE LUXE Fountain Pens, A. N. Palmer Co.
ANTEAK Leatherette Accessories, S. K. Smith Co.
ANTI-DUST Blackboard Crayons, Binney & Smith, Inc.
ANTIQUE MATS Mat Board, Chas. T. Bainbridge's Sons
ANTIQUE MOORISH Passbooks and Check Covers, The Todd Co., Inc.
ANTI-ROLL Crayons, Binney & Smith, Inc.
APACHE CHIEF Rubber Erasers, Weldon Roberts Rubber Co.
A-PAGE-A-DAY Diaries, Samuel Ward Mfg. Co.
APECO Photocopying Machines, American Photocopy Equipment Co.
APEX Carbon Paper, A. P. Little, Inc.
APEX Hand Cream, Hectograph Carbons, Hectographia Corp.
APEX Steel Files, Columbia Steel Equipment Co.
APEX Withholding Tax Forms, Apex Business Systems
APOLLO Drawing Tables, F. Weber Co.
APOLLO Fans, Viking Air Conditioning Corp.
APOLLO Ledgers, The Federbush Co., Inc.
APPLEGATE Indelible Inks and Marking Machines, Applegate Chemical Co.
APPOINDEX Appointment Calendars, Nascon Products Division
APPOINTMENT Calendar and Refills, Ever Ready Calendar Mfg. Co.
APPRENTICE Pencils, Wallace Pencil Co.
APRO Box Letter Files, Arrow Paper Products Co.
APPROVED Copying Pencils, J. S. Staedtler, Inc.
APPROVED Onion Skin Paper, Valley Paper Co.
APSCO Pencil Sharpeners, Electric Erasers, Staplers, Staple Removers, Apsco Products, Inc.
AQUA Pastel Crayons, F. Weber Co.
AQUADEX Moisteners, Zephyr American Corp.
AQUAPRINT Block Print Ink, F. Weber Co.
AQUA-SORBER Dehumidifiers, Walton Laboratories, Inc.
ARAB Pencils, Blaisdell Pencil Co.
ARABAN Mucilage, The Carter's Ink Co.
ARABEX Mucilage, The Carter's Ink Co.
ARABOL Adhesives, Arabol Mfg. Co.
ARC Compasses, Eberhard Faber Pencil Co.
ARC LIP Floor Mats, B. F. Goodrich Co.
ARCADIAN Paint Sets, Binney & Smith, Inc.
ARCH Fountain Pens, Arch Pen Co.
ARCHER Contact Labels and Dispensers, Archer Label Co.
ARCO Rubber Bands, Alliance Rubber Co.
ARCO School Bags, Cases, A. Reif & Co.
ARCO Ribbons and Carbons, American Ribbon & Carbon Co., Inc.
ARCOFOLD Continuous Forms, American Register Co.
ARCOSNAPS Business Forms, American Register Co.
ARD Chrome Furniture, Ard Mfg. Co., Inc.
ARDOR BOND Offset Paper, Nekoosa-Edwards Paper Co.
ARGONAUT Pencils, Blaisdell Pencil Co.
ARGUS Paper Fasteners, Argus Mfg. Co.
ARIEL BOND Papers, Champion Paper & Fibre Co.
ARISTOCRAT Address Books and Diaries, The Standard Diary Co.
ARISTOCRAT Bank and T-Pins, William Prym, Inc.
ARISTOCRAT Desk Name Plates, South Bend Metal Products Co.
ARISTOCRAT Elevator Stands, Maso Steel Products
ARISTOCRAT Gummed Tape Sealers, A. C. Hummel Co.
ARISTOCRAT Office Chairs, Wells Chair Corp.
ARISTOCRAT Perpetual Calendars, Finch & McCullough
ARISTOCRAT Refrigerator Bars, Moss Atlas Corp.
ARISTOCRAT Sectional Post Binders, A. E. Boyce Co.
ARISTOCRAT Steel Files, Remington Rand Inc.
ARISTOCRAT Typewriter Stands, Shipman-Ward Mfg. Co.
ARITHMOMETER Stylus Adding Machine, Tavella Sales Co.
ARKWRIGHT Tracing Cloth, Frederick Post Co.
ARLINGTON Desk Nameplates, Walter E. Kutch Co.
ARMOR Blackboards, N. Y. Silicate Book Slate Co.
ARMORCLAD File Guides, Remington Rand Inc.
ARMOR-ISLE Rubber Runners, American Floor Products Co.
ARMORLITE Floor Coverings, Bird & Son.
ARMOR-TRED Rubber Step Treads, American Floor Products Co.
ARMSTRONG Linoleum, Armstrong Cork Co.
ARNOLD Fountain Pens, R. L. Arnold Pen Co., Inc.
ARROW Lamps, Arrow Lamp Mfg. Co., Inc.
ARROW Pencil Sharpeners, Apsco Products, Inc.
ARROW Rulers, Westcott Rule Co., Inc.
ARROW Staplers and Staples, Arrow Fastener Co., Inc.
ARROW Steel Pens, C. Howard Hunt Pen Co.
ARROW BRAND Rulers, Westcott Rule Co., Inc.
ARROWHEAD Safety Paper, Gilbert Paper Co.
ART Seal Presses, Art Novelty Mfg. Co.
ART CORNERS Photo Mounting Corners, Engel Art Corners Mfg. Co.
ART METAL Steel Office Furniture, Art Metal Construction Co.
ART MODERNE Desk Pads, Polar Mfg. Co.
ARTCO Desk Accessories and Scrapbooks, Artistic Desk Pad & Novelty Co.
ARTESIAN Bond Paper, Whiting-Plover Paper Co.
ARTEX Pencil Erasers, Weldon Roberts Rubber Co.
ARTEX Rubber Cement, S. S. Artist Materials, Inc.
ARTGUM Erasers, The Rosenthal Co.
ARTILITY Posture Chairs, Artility Metal Products, Inc.
ARTIST Steel Pens, C. Howard Hunt Pen Co.
ARTISTA Colors and Tempera, Binney & Smith, Inc.
ARTISTA Water Colors, Binney & Smith, Inc.
ARTI-STAMP Rubber Stamp Set, Fulton Marking Equipment Co.
ARTISTIC Seal Presses, R. A. Stewart & Co., Inc.
ARTISTS' Lead, Joseph Dixon Crucible Co.
ARTMASTER Stencil Painting Brushes, Brushmakers, Inc.
ART-O-GRAPH Rubber Cement, S. S. Artist Materials, Inc.
ART-X Rubber Cement, General Cement Mfg. Co.
ARTMOR Plastic Products, Artmor Plastics Corp.
ASCO Chair Irons, Automotive Stamping Co.
ASCO Office and Industrial Staples, All Type Staple Co.
ASCO Steel Office Equipment, Art Steel Sales Corp.
ASH KING Smoking Stands, Art Specialty Co.
ASHAGON Smoking Stands, Smokador Mfg. Co., Inc.
ASH-AWAY Smoking Stands, Chicago Metallic Mfg. Co.

ASPHALTA-SCRUB Tile Cleaner, Huntington Laboratories, Inc.
ASTRA-SONIC Wire and Tape Recorders, Pentron Corp.
ATCO Reading Glasses, Barometers and Thermometers, American Thermo-Ware Co.,
ATEX Photo-Mounting Adhesive, Adhesive Products Corp.
ATLANTIC Autographic Registers and Forms, Atlantic Register Co.
ATLANTIC Blackboard Crayons, Binney & Smith, Inc.
ATLANTIC Drawing Tables, F. Weber Co.
ATLANTIC Papers, Eastern Corp.
ATLAS Check Signers, Pannier Corp.
ATLAS Desk Seal Presses, Art Novelty Mfg. Co.
ATLAS Duplicating Inks, Peerless Ink Corp.
ATLAS Expanding Files, Wilson Jones Co.
ATLAS Folding Tables, All-Luminum Products
ATLAS Office Machine Covers, Atlas Machine Cover Mfg. Co.
ATLAS Rubber Bands, Red Raven Rubber Co.
ATLAS Rubber Type Sets, Consolidated Stamp Mfg. Co., Inc.
ATLAS Slide Rules, Gilson Slide Rule Co.
ATLAS Stamp Albums, Elbe File & Binder Co., Inc.
ATLAS Steel Office Equipment, Columbia Steel Equipment Co.
ATLAS Stencil Files, Atlas Stencil Files Corp.
ATLAS Thumb Tacks and Furniture Glides, Atlas Tack Corp.
ATLASITE Caster Wheels, The Bassick Co.
ATLAST Tracing Cloth, Frederick Post Co.
ATOMLINER Typewriter Stands, Maso Steel Products
AUDIT Adding Machine Rolls and Scratch Pads, Rockwell-Barnes Co.
AUDOGRAPH Dictating Machines, Gray Mfg. Co.
AURORA Lockers and Storage Cabinets, Aurora Steel Products Co.
AURORA BRAND Ribbons and Carbons, Miller-Bryant-Pierce
AURORA Steel Filing Equipment, All-Steel Equipment Inc.
AUTO-ALIGNER Form Aligner, Autographic Business Forms, Inc.
AUTOCOPY Carbons, Ribbons and Duplicating Supplies, Autocopy, Inc.
AUTO-COPY Multiple Business Forms, The Stylograph Corp.
AUTOCRAT Carbon Papers, The Carter's Ink Co.
AUTOCRAT VELLUM Boxed Writing Papers, White & Wyckoff Mfg. Co.
AUTODEX Phone Indexes, Zephyr American Corp.
AUTO-FLEX Chain Post Binders, Wilson Jones Co.
AUTO-FLOW Inkwells, Sterling Plastics Co.
AUTO-FOLD Continuous Forms, Autographic Business Forms, Inc.
AUTOGRAPH Pens and Pencils, American Pencil Co.
AUTOGRAPH Signature Stamps, A. C. Gibson Co., Inc.
AUTOGRAPH TUCKAWAY Fountain Pens, W. A. Sheaffer Pen Co.
AUTOGRAPHIC Registers and Supplies, Autographic Business Forms, Inc.
AUTOGRAPHS Metal Name Plates, Metalcraft, Inc.
AUTO-JUSTO Cycle-Billing Trays, Le Febure Corp.
AUTOMAGIC Telephone List Finder, Zephyr American Corp.
AUTOMATIC Cabinets and Desks, Automatic File & Index Co.
AUTOMATIC Coin-Handling Machinery, Automatic Coinwrapping Machine Corp.
AUTOMATIC Pencil Sharpeners, Apsco Products, Inc.
AUTOMATIC Stencil Duplicator, Vari-Color Duplicator Co.
AUTOMATIC Window Coin Wrappers, C. L. Downey Co.
AUTOPEN Signature Machines, International Autopen Co.
AUTOPOINT Mechanical Pencils and Indexes, Autopoint Co.
AUTO-ROLL Continuous Forms, Autographic Business Forms, Inc.
AUTO-SET Continuous Forms, Autographic Business Forms, Inc.
AUTOSET Master Clocks, Stromberg Time Corp.
AUTO-SHIFT Visible Record Binders, The Federbush Co., Inc.
AUTOSLIP Duplicator Interleaver, A. B. Dick Co.
AUTO-SNAP Interleaved Forms, Autographic Business Forms, Inc.
AUTOSPEED Time Stamps, Stromberg Time Corp.
AUTO-TAB Interleaved Forms, Autographic Business Forms, Inc.
AUTO-TYPIST Automatic Typewriter, American Automatic Typewriter Co.
AUTUMN RUST Artificial Leather, McMillan Book Co.
AUXIL-A-PHONE Phone Hearing Aid, Hush-A-Phone Corp.
AVALON Wood Desks and Tables, Avalon Products, Inc.
AVENEL LINE Steel Files, Security Steel Equipment Corp.
AVIATOR Colored and Drawing Pencils, Koh-I-Noor Pencil Co., Inc.
AVON Moisteners, Defiance Calendar Co.
AYRES CALCULER-D Withholding Tax Computer, Ayres Corp.
AZTEC Pencils, Wallace Pencil Co.

B

B-B Ball-Point Pens, B-B Pen Corp.
BDC Stencil Duplicators, Stencils, Bohn Duplicator Corp.
B. F. Hecto Carbons, Ribbons and Master Sets, Franklin Ribbon & Carbon Co., Inc.
B & S Colored Chalk Crayons, Binney & Smith, Inc.
BTC Folding Chairs and Tables, The Brewer-Titchner Corp.
B-V Ticket Punches, Bonney-Vehslage Tool Co.
BW Wing Binders, The Federbush Co., Inc.
BABY GRAND Tape Sealers, A. C. Hummel Co.
BABY RAY Pencils, Swan Pencil Co., Inc.
BACO Caster Wheels, The Bassick Co.
BACO Ribbons and Carbons, Baco Ribbon & Supply Co.
BADGAIRE Window Ventilators, Badgaire, Inc.
BADGER Lead Pencils, General Pencil Co.
BADGER Rope and Twine, John Rauschenberger Co.
BADGER PAPER MILLS Bond, Badger Paper Mills, Inc.
BAG O TEL Ash Tray, Quigley Co.
BAINBRIDGE Illustration Board, Charles T. Bainbridge's Sons.
BAINBRIDGE HOLD-THE-PHONE Telephone Holders, Bainbridge, Kimpton & Haupt, Inc.
BAINBRIDGE RITE-FIT Chair Cushions, Bainbridge, Kimpton & Haupt, Inc.
BAINBRIDGE Waste Baskets and Office Supplies, Bainbridge, Kimpton & Haupt, Inc.
BAKER Artists and Marking Brushes, Baker Brush Co.
BAKER Check Trays, Baker Check Tray Co.
BAKER-VAWTER Steel Deskfiles, Remington Rand Inc.
BAKEVIEW Envelopes, A. C. McClurg & Co.
BALANCE Mechanical Pencils, W. A. Sheaffer Pen Co.
BALBOA Black Lead Pencils, Ruwe Pencil Co.
BALDROR Drawer Suspension, The Seng Company
BALL POINTER Ball-Point Pens, Waterman Pen Co., Inc.
BALLERO Ball-Point Pens, Cleevelandt Corp.
BALLET RUSE Thank You Notes, Ten Bamboo Studio
BALL-O-FIRE Desk Lighter, Quick Point Pencil Co.
BALLYMORE Steel Ladders, Ballymore Co.
BALTIMORE Order Books, Sales Books, Baltimore Salesbook Co.
BANDETT Mail Bundling Strips, Commercial Controls Corp.
BANDLESS Document Filing Envelopes, Smead Mfg. Co., Inc.
BANJO GEM Paper Clips, Noesting Pin Ticket Co., Inc.
BANK Steel Pens, Eagle Pencil Co.
BANK-BY-MAIL Envelopes, Northern States Envelope Co.
BANK NOTE Adding Machine Rolls, McKenna & Phelps, Inc.
BANKERS Daters and Sign Outfits, Bankers & Merchants, Inc.
BANKERS Mailing Envelopes, Quality Park Envelope Co.
BANKERS Stamp Racks, Louis Melind Co.
BANKERS LINEN Papers, Southworth Co.
BANKERS SPECIE Sealing Wax, Thaddeus Davids Ink Co., Inc.
BANKETTE Personal Files, Maso Steel Products
BANNER BRAND Ribbons and Carbons, Franklin Ribbon & Carbon Co.
BANQUTABLE Folding Tables, P.B.R. Mfg. Co.
BANTAM Staplers, E. H. Hotchkiss Co.
BAR S Meter Reading Binders, Grand Rapids Loose Leaf Binder Co.
BARBIZON Upholstered Wrought Iron Furniture, Southern Spring Bed Co.
BARCALO Upholstered Chairs, Barcalo Mfg. Co.
BARCH PAYZANT Lettering Pens, Keuffel & Esser Co.
BARCLAY Lumber Crayons, National Crayon Co.
BARCO Linoleum Cleaner, Liquid Soap, Plastic Sponges, Type Cleaner, Barco Chemical Products Co.
BARCO BRAND Typewriter Cleaning Solvent, Barco Chemical Products Co.
BARKER Greeting Cards, Barker Greeting Card Co.
BARKLEY FASTENER Report Folder Fasteners, C. L. Barkley & Co.
BARKLEY PLASTIC TAB File Drawer Indicators, C. L. Barkley & Co.
BAR-LOC Binders, C. E. Sheppard Co.
BARRETT Adding Machines, Barrett Adding Machine Div., Lanston Monotype Machine Co.
BARRETT Binders and Easels, Barrett Bindery Co.
BARRETT Paper Punches, Wm. L. Barrett Co.
BARRETT'S Social Security Forms, P. L. Barrett
BARRICKS Blackboards, Bulletin Boards, Folding Tables, Barricks Mfg. Co.
BARRISTER Brief Cases, New Rexbilt Leather Goods Corp.
BARRISTER Legal Pads, Processed Papers
BARWEL Canvas and Leather Bags, Barwel Mfg. Co., Inc.
BASABO Business Forms, Baltimore Salesbook Co.
BASGO Furniture Glides, The Bassick Co.
BASSICK Casters, The Bassick Co.
BATES Eyeletters, Staplers and Numbering Machines, Bates Mfg. Co.
BATTLESHIP Typewriter Ribbons, F. S. Webster Co.
BAUMFOLDERS Paper Folding Machines, Russell Ernest Baum, Inc.
BAUSMAN'S Quick Indexes, Wilson Jones Co.
BAY PATH Bond Paper, Strathmore Paper Co.
BEACON HILL Clasp Envelopes, Boston Envelope Co
BEAM COMPASS Drawing Instrument, Frederick Post Co.
BEACON HILL LINE Thank You Notes, Harrison-Simpson Co.
BEAN BAG Ash Trays, McDonald Products Corp.
BEAT YESTERDAY Sales Record Book, Sales Record Publishing Co.
BEATS ALL Pencils, American Pencil Co.
BEAU BRUMMEL Brief Cases, Chas. Doppelt & Co., Inc.
BEAUTY CHROME Chairs and Stools, Dependable Mfg. Co.
BEAVER Adding Machine Rolls, Western Paper Converting Co.
BECK Duplicator Supplies, Beck Duplicator Corp.
BECKERS Artists' Materials, Delta Brush Mfg. Corp.
BEE LINE Filing Systems, Filing Equipment Bureau, Inc.
BEFOCO Stencil Inks, The C. H. Hanson Co.
BEGINNERS' Slide Rule, Keuffel & Esser Co.
BELFONE Intercommunication Systems, Bell Sound Systems, Inc.
BELL Ribbons and Carbons, Mittag & Volger, Inc.
BELL Sound Systems, Bell Sound Systems, Inc.
BELLAIRE Ribbons and Carbons, Burroughs Corp.
BELLE-VUE Typewriter Covers, Budlew Products Co.
BEN FRANKLIN Pencils, Blaisdell Pencil Co.
BENJAMIN FRANKLIN Ribbons and Carbons, Franklin Ribbon & Carbon Co.
BENNETT BILT Waste Cans, Bennett Mfg. Co., Inc.
BENTSON Steel Shelves and Desks, Bentson Mfg. Co.
BENTWOOD Folding Wood Chairs, Bentwood Products, Inc.
BERGER Steel Shelving and Office Equipment, Berger Mfg. Div., Republic Steel Corp.
BERKSHIRE Typewriter Papers, Eaton Paper Corp.
BERKSHIRE HOUSE Chairs and Tables, Atlantic Furniture Products Co., Inc.
BERNARD Punches, Wilson Jones Co.
BERT Diaries, Binders, Memo Books, Scrap Books and Albums, Bert Mfg. Co.
BERTEAU Tracing Cloth, Frederick Post Co.
BESCO Crayons, Binney & Smith, Inc.
BESCUP Paper Drinking Cups, Boston Drinking Cup Co.
BEST Pencils and Crayons, Joseph Dixon Crucible Co.
BEST Stencils, Inks and Correction Fluid, Vari-Color Duplicator Co.
BEST-A-FILE Hanging Folders, Advance Industries
BESTINE Paper Cement Thinner, Union Rubber & Asbestos Co.
BESTLINE Steel Files, Victor Safe & Equipment
BESTMARX Marking Crayons, Walbuck Crayon Co.
BESTOVALL Sealing Tape, Sealers, Labels, Wrapping Paper and Twine, Package Ad & Sealer Co.
BEST-TEST Rubber Cement and Dispensers, Union Rubber & Asbestos Co.
BESTUVALL Rubber Bands, The Dykema Co.
BETTER MOISTENER Brush Moisteners, E. W. Pike & Co.
BETTER PACK Tape Sealers, Better Packages, Inc.
BETTER WAY Stamp Pad Ink, Gregory Fount-O-Ink Co.
BEVERLY Artists' Colors, Morilla Co., Inc.
BICCO Door Mats, L. M. Bickett Co.
BICKETT Typewriter Pads, L. M. Bickett Co.
BI-FOCAL Index Guides, Filing Equipment Bureau, Inc.
BIG Letter File, Acme Letter File Co.
BIG BEN Box Letter Files, Hedges Mfg. Co.
BIG BLACK Pencils, Blaisdell Pencil Co.
BIG BOY, Numbering Machines, American Numbering Machine Co.
BIG BROTHER Pencils, National Pencil Co.
BIG CHIEF Desk Calendars, Robert Dale Co., Inc.
BIG DOME TOP Waste Receptacle, F. H. Lawson Co.
BIG INCH Mechanical Pencils, Alexander Mfg. Co.
BIG INCH Tape Dispensers, Better Packages, Inc.
BIG JOE Hand Lift Trucks, Big Joe Mfg. Co.
BIG MO Fountain Brushes, Marking Crayons, Oil Board, Missouri Brush & Crayon Co.
BIG SIX Liquid Hand Soap, Huntington Laboratories, Inc.
BIG X Sweep Mops, American Standard Mfg. Co.
BILDUP Letter Tray Supports, Globe-Wernicke Co.
BILL-IN Envelopes, Wolf Envelope Co.
BILL-TAINER Billfolds, Buxton, Inc.
BI-LOCK Post Binders, National Blank Book Co.
BINARY Slide Rule, Gilson Slide Rule Co.
BIND-ALL Binders and Covers, Collier Mfg. Corp.
BIND-ART Plastic Adhesive, Abco Plastic & Supply Co.
BIND-X Strip Indexes, Cel-U-Dex Corp.
BING Binders and Catalog Covers, Boorum & Pease Co.
BINGO Clogged Drain Opener, Huntington Laboratories, Inc.
BINRACK Assembly Bins and Racks, Gordon L. Hall Co.
BIRD Floor Coverings and Runners, Bird & Son
BISON Labels and Duplicator Inks, Bison Research Service
BISSELL'S Show Card Colors, Favor, Ruhl & Co.
BLACK BEAUTY Ledgers, Elbe File & Binder Co., Inc.
BLACK BEAUTY Pen and Pencil Sets, Morrison Fountain Pen Co.
BLACK-BEAUTY Pencils, Blaisdell Pencil Co.

◄ SEE PAGES 4 TO 21 FOR ADDRESSES OF MANUFACTURERS AND SUPPLIERS ►

BLACK DIAMOND Carbon Paper, Rochester Ribbon & Carbon Co., Inc.
BLACK DIAMOND Indelible Ink, Thaddeus Davids Ink Co., Inc.
BLACK DIAMOND Ledger Binders, Wilson Jones Co.
BLACK DIAMOND Marking Inks, Botts Mfg. Co.
BLACK GOLD Duplicator Inks, Ronnie Products, Inc.
BLACK GOLD Ribbons and Carbons, Phillips Ribbon & Carbon Co., Inc.
BLACK HAWK Ribbons and Carbons, Miller-Bryant-Pierce.
BLACK INDIA Marking Pen, Samuel Taubman & Co.
BLACK JACK Carbon Paper, Miller-Bryant-Pierce.
BLACK JEWEL Stamp Dispensers, Aqua Sportsman, Inc.
BLACK KNIGHT Pencils, Eberhard Faber Pencil Co.
BLACK MAGIC Pad and Pencil Sets, Ehlbert Products
BLACK MARKER Pencils, General Pencil Co.
BLACK SWAN Pencils, Swan Pencil Co., Inc.
BLACK VELVET Stencils, Shallcross Co.
BLACK WARRIOR Pencils, Eagle Pencil Co.
BLACK-A-MOOR Blackboards, Geo. E. Fox & Co.
BLACKBOURN Bookkeeping Systems, Blackbourn Systems, Inc.
BLACKHAWK Pencils, American Pencil Co.
BLACKHAWK Sectional Post Binders, Wilson Jones Co.
BLACKSCRIPT Pencils, Blaisdell Pencil Co.
BLACKWING Pencils, Eberhard Faber Pencil Co.
BLACLINE Paper, Frederick Post Co.
BLADE Magazine Binders, Elbe File & Binder Co., Inc.
BLAISDELL Pencils, Blaisdell Pencil Co.
BLOT-RITE Blotting Paper, Processed Papers
BLOTTEX Blotter Paperweight, Art Plastics Mfg. Co.
BLU-BLAK Ink Pencils, Eberhard Faber Pencil Co.
BLUE BONNET Stenographers' Kits, Ames Supply Co.
BLUE BONNET Typewriter Oil, Type Cleaner and Platen Renewer, Ames Supply Co.
BLUE BOY Numbering Machines, American Numbering Machine Co.
BLUE DUPLIMAT Offset Masters, Addressograph-Multigraph Corp.
BLUE GOOSE Christmas Cards, Blue Goose Greeting Card Co., Inc.
BLUE LABEL Pencils, Koh-I-Noor Pencil Co., Inc.
BLUE LINE Air Mail Envelopes, Quality Park Envelope Co.
BLUE NOTE Pencil Carbon, Curtis-Young Corp.
BLUE PRINT Reproduction Papers, Strathmore Paper Co.
BLUE RIBBON Gummed Sealing Tape, Hudson Pulp & Paper Corp.
BLUE RIBBON Paper Punches, Wm. L. Barrett Co.
BLUE STAR Leather Desk Sets, Blue Star Leather Mfg. Corp.
BLUE STREAK Check Signers, Checkwriters and Forms, The Todd Co., Inc.
BLUEPRINT Pencils, Blaisdell Pencil Co.
BLUTEX Tracing Paper, Frederick Post Co.
BLUVEL Tracing Paper, Cardinell Corp.
BLYTHE Ball-Pointed Pens, The Ball Pen Co.
BOARDMASTER Visual Control Boards, Graphic Systems
BODIFORM Auditorium Chairs, Church Furniture, American Seating Co.
BOLSEY Microfilmers and Readers, Bolsey Corp. of America
BOLTAFLEX Plastic Upholstery Fabrics, Bolta Corporation
BOLTA-WALL Wall Covering, Bolta Corporation
BOND Stencil Duplicator, Bond Equipment Co.
BONDRITE Mimeo Paper, Hano Paper Co., Inc.
BONDSMAN Utility Box, Merriam Mfg. Co.
BONNAR-VAWTER Bookkeeping Machine Attachments, Fanform Devices, Check Signers and Daters, Bonnar-Vawter, Inc.
BONNEY BLUE Colored Pencils, American Pencil Co.
BONNEY-VEHSLAGE Punches, Bonney-Vehslage Tool Co.
BONWOVE Mimeo Papers, Rockwell-Barnes Co.
BOOK-CADDY Book Covers, Ehlbert Products
BOOK-EZE Book Ends, Bert M. Morris Co.
BOOK-FILE Accordion Index File, Jayem Sales Corp.
BOOKLAMP Desk Lamp, Mario Mfg. Co., Inc.
BOOKMATE Folding Metal Book Holder, Bookmate Co.
BOOK-PAC Autographic Registers, The Miami Systems Corp.
BOOK-PAK Labels, Eureka Specialty Printing Co.
BOOMERANG Chair Pads, The Boomerang Chair Pad Co.
BORG Parcel Post Scales, Borg-Erickson Corp.
BOSCA BUILT Leather Goods, Hugo Bosca Co., Inc.
BOSS Casters, Phoenix Caster Co., Inc.
BOSTITCH Staplers and Tackers, Bostitch, Inc.
BOSTON Envelopes, Boston Envelope Co.
BOSTON Inkwells, Squires Inkwell Co.
BOSTON Pencil Sharpeners, C. Howard Hunt Pen Co.
BOSTON Pencil Top Type Holders, Consolidated Stamp Mfg. Co., Inc.
BOSTON BOOKS Sales Books, The Potter Press
BOTTS Marking Inks and Crayons, Botts Mfg. Co.
BOURGEOIS Drawing Inks, Favor, Ruhl & Co.
BOWL POINT Pens, C. Howard Hunt Pen Co.
BOX-WRAPT Papers, Rockwell-Barnes Co.
BOY Combination Fountain Pen and Four-Color Pencil, Fred Baumgarten
BOYCE Loose Leaf Devices and Forms, A. E. Boyce Co.
BOYLE Leather Goods, Boyle Leather Goods Co., Inc.
BRADFORD BOND Typewriter Paper and Multilith Paper, Fay Paper Products, Inc.
BRADLEY Colors and Crayons, Paper Trimmers, Milton Bradley Co.
BRANDT Coin Handling Machines, Wrappers and Trays, Brandt Automatic Cashier Co.
BRENET Stopwatches, Meylan Stopwatch Co.
BRENO Stopwatches, Meylan Stopwatch Co.
BREVI-PADS Shorthand Machine Tape, Kirk Brevitype Corp.
BREVITYPE Shorthand Machines, Kirk Brevitype Corp.
BREWSTER Office Chair Cushions, Brewster Mfg. Co.
BREWSTER VELLUM Offset Paper, Crocker-McElwain Co.
BRIDGEPORT Book Ends, Bridgeport Hardware Mfg. Corp.
BRIEFMASTER Combination Brief Bags, Charles Doppelt & Co., Inc.
BRIEFPAK Business Luggage, New Rexbilt Leather Goods Co.
BRIGHT Upholstered Chairs, Bright Chair Co., Inc.
BRISTOW Mail Distributors, Stanley R. Bristow
BRITEMARK School Chalk, Walbuck Crayon Co.
BROADWAY Catalog Covers, The Federbush Co., Inc.
BROADWAY Fountain Pens, U. S. Victor Fountain Pen Co., Inc.
BROADWAY Ledger Binders, Stationers Loose Leaf Co.
BROADWAY GRADE Index Cards and Folders, Oxford Filing Supply Co.
BROADWEVE Folding Screens, Modern Venetian Blinds, Inc.
BRODLYNE Crayons, Milton Bradley Co.
BROKAW Offset Paper, Wausau Paper Mills Co.
BRONZE-TONE Billfolds, Enger-Kress Co.
BROOKLYN Daters, James H. Matthews & Co.
BROWN BOUND Loose Leaf Binders, Homer B. Brown Co.
BROWNIE Ball-Point Pens and Mechanical Pencils, Brownie Mfg. Co.
BROWN'S Typewriter and Ledger Papers, L. L. Brown Paper Co.
BRUNING Drafting Equipment, Charles Bruning Co., Inc.
BRUNING-WALLACE Drafters, Charles Bruning Co., Inc.
BRUSH Typewriter Erasers, Joseph Dixon Crucible Co.
BRUSH-N-CAPS Brushes and Caps, The Applicator Co.
BUCCANEER Ribbons and Carbons, The Carter's Ink Co.
BUCHAN Binders and Visible Card Systems, Buchan Loose Leaf Records Co.
BUCK-BALL Ball-Point Pens, Universal Fountain Pen & Pencil Co.
BUCKEYE BOND Ribbons and Carbons, Buckeye Ribbon & Carbon Co.
BUCKI Ribbons and Carbons, Buckeye Ribbon & Carbon Co.
BUCKINGHAM Pencils, Reliance Pencil Corp.
BUCK-L-BINDER Storage Binders, The Reb-Wal Hunt Co.
BUD Type Cleaner, Typewriter Pads, Bud Type Cleaner Co.
BUDDIE Pencils, National Pencil Co.
BUDDY Memo Books, Purse and Pocket Reminders, Staplers, Wilson Jones Co.
BUFFALO Pencils, Koh-I-Noor Pencil Co.
BUILDERS Carpenters' Pencils, Blaisdell Pencil Co.
BUILD-UP Desk Tray, Sengbusch Self-Closing Inkstand Co.
BUILD-UP-TRAY Desk Trays, Jayem Sales Corp.
BUILT LIKE A SKYSCRAPER Files, Shaw-Walker Co.
BUILT TRUE CLEAR THRU Desks, Hoosier Desk Co.
BULB POINT Steel Pens, Eagle Pencil Co.
BULL DOG Clips, The H. C. Cook Co.
BULL DOG Picture Hangers, Push Pins, Mounties, Inc.
BULLDOG Staplers, Arrow Fastener Co., Inc.
BULLETIN Pencils, Reliance Pencil Corp.
BULLETIN Stencils, Heyer Corp.
BULL'S EYE Drawing and Construction Paper, Milton Bradley Co.
BULMAN Paper Cutters and Twine Holders, E. O. Bulman Mfg. Co., Inc.
BUMP Paper Fastener, Bump Paper Fastener Co.
BUNCH OF DATES Memo Calendars, Ever Ready Calendar Mfg. Co.
BUNKER HILL Gelatin Carbons, Colonial Carbon Co.
BUNN Package-Tying Machines, B. H. Bunn Co.
BUR-ACME Tackers and Staples, Burgess Fastening Co.
BURCO Loose Leaf Devices, The Burkhardt Co.
BURCO-TAB Plastic Indexes, The Burkhardt Co.
BURGESS Staplers and Staples, Burgess Fastening Co.
BURK-ART Covers and Binders, The Burkhardt Co.
BURNS Ribbons and Carbons, Burns Mfg. Co.
BURRO Index Tabs and Paper Clips, The H. C. Cook Co.
BURROUGHS Business Machines, Burroughs Corp.
BURTON Adding Machine Rolls, Burton Paper Products Corp.
BUSFILES Deskside Files, Weis Mfg. Co.
BUSINESS SURVEY Maps and Atlases, C. S. Hammond & Co., Inc.
BUTTERSCOTCH Reception Room Furniture, Sikes Co., Inc.
BUZZA-CARDOZO Greeting Cards, Buzza-Cardozo, Inc.

C

"C" Paper Clips, Oakville Co.
C.C.C. TOP PRODUCTS Cash Boxes, Central Can Co.
C.I.F. Business Forms, Moore Business Forms, Inc.
C.I.L. Business Forms, Moore Business Forms, Inc.
C-K All-Steel Chair Irons, Collier-Keyworth Co.
C & R Genuine Pressboard, Case & Risley Press Paper Co.
CTR Program Timers, Time Recorders and Stamps, The Cincinnati Time Recorder Co.
C-BAC Binders and Covers, Elbe File & Binder Co., Inc.
C-FOAM Chair Cushions and Typewriter Pads, American Latex Products Corp.
C-THRU Transparent Rulers and Drawing Instruments, C-Thru Ruler Co.
CABINET Pencils, Joseph Dixon Crucible Co.
CABINETARE Metal Storage Cabinets, Marvel Metal Products Co.
CABOT'S Promotional Material, Cabot's Promotional Aids, Inc.
CADET Illustration Boards, National Card, Mat & Board Co.
CADET Pencils, Joseph Dixon Crucible Co.
CADET Staplers and Staples, Ace Fastener Corp.
CADET TACKER Tackers, Ace Fastener Corp.
CADET UTILITY Fountain Pens, W. A. Sheaffer Pen Co.
CADIE Polishing Cloths, Metal Polish Cleaner, Cadie Chemical Products, Inc.
CADO Key Holders, Binders, Clipboards, Inks and Cleaners, Cushman & Denison Mfg. Co.
CADO KEMASTER Key Racks, Cushman & Denison Mfg. Co.
CAHILL Payroll Systems, S-K Forms Co.
CAIRO Drawing Paper, L. Hyman & Sons
CALCA-DIAL Time and Wage Computer, Evans Specialty Co.
CALCULAGRAPH Elapsed Time Recorders, Calculagraph Co.
CALCULATOR Pencils, Blaisdell Pencil Co.
CALCU-TAX Payroll Tax Deduction Calculator, Calcu-Tax Corp.
CALENDAP Pencils, General Pencil Co., Inc.
CALENDESK PAD Desk Pads, Sainberg & Co., Inc.
CALIFORNIA Storage Binder, Loose Leaf House
CALINDEX Desk Calendars, Zephyr American Corp.
CALLSENDER Intercommunicating Systems, Wm. M. Smith Co.
CAL-PAD Perpetual Calendars, Finch & McCullough
CAMBRIC Gummed Cloth Reinforcements, Crownola Loose Leaf Products, Inc.
CAMEO Coin and Catalog Envelopes, Quality Park Envelope Co.
CAMEO Drawing Tablets, American Pad & Paper Co.
CAMEO Typewriter Ribbons, H. M. Storms Co.
CAMEO TOP Pen and Pencil Sets, Morrison Fountain Pen Co.
CAMPAIGN Pencils, Wallace Pencil Co.
CAMPBELL Smoking Stands, Campbell Products Co.
CAMPUS Student Lamps, General Lamps Mfg. Corp.
CAMPUS BOND Typewriter Paper, Southworth Co.
CAMPUS KING Carbon Papers, Franklin Ribbon & Carbon Co., Inc.
CAMPUS VELLUM Papers, Southworth Co.
CANDLELIGHT Billfolds, Enger-Kress Co.
CANINK Black Canners Ink, Irwin-Hodson Co.
CANODE PRODUCTS Duplicating and Marking Inks, Ink Specialties Co., Inc.
CANPRO Typewriter Covers, Can-Pro Corp.
CANTON Stationers Glassware, Canton Glass Co., Inc.
CANT-SLIP Platen Renewer, Clarotype Co., Inc.
CAPAC Felt Tip Pens, Speedry Products, Inc.
CAPITOL Blotting Papers, Joseph Parker & Son Co.
CAPITOL Index Strips, Crownola Loose Leaf Products, Inc.
CAPITOL Pencils, Eagle Pencil Co.
CARBEX Hand Cleansing Cream, Codo Mfg. Co.
CARBINFOLD Carbon-Loaded Forms, Bonnar-Vawter, Inc.
CARBN-TET Type Cleaner, Tele-Cide Chemical Corp.
CARBOFF Wax-Coated Carbon Paper, Waxon-Carboff, Inc.
CARBO-JAK Carbon Packs, Standard Manifold Co.
CARBON Pencils, American Pencil Co.
CARBON BLACK Drawing Pencils, General Pencil Co., Inc.
CARBON PAPER PAC Carbon Packs, Carbon Paper Pac Co.
CARBONCRAFT Carbons, Franklin Ribbon & Carbon Co.
CARBONITE Charcoal Pencils, J. S. Staedtler, Inc.
CARBONSET Continuous Forms, Uarco Incorporated
CARBO-PAK Continuous One-Time Carbons, Atlantic Register Co.
CARBOPLAN Carbon Paper, Kores Carbon Paper & Ribbons Mfg. Corp.
CARBO-READY Snap-Apart Sets, Alfred Allen Watts Co., Inc.
CARBO-WELD Pencils, General Pencil Co.
CARD STURDI-LITE Safety Ladders, Vault Steps, D. R. Card Co.
CARD-A-DRESSER Spirit Addressing Machine, Diebold, Inc.
CARDESK Card Record Desks, Reynolds & Reynolds Co.

CARDINAL Adding Machine Rolls, Paper Cups, Southern Straw Mfg. Co.
CARDINAL Blackboard Erasers, E. W. A. Rowles Co.
CARDINAL Fountain Pens, Rotary Pen Co.
CARDINAL Office Machine Covers, Cardinal Products, Inc.
CARDINAL Rubber Erasers, Eagle Pencil Co.
CARDINEER Rotary Files, Diebold, Inc.
CARD-O-GUIDES File Guides for Cardineer, Diebold, Inc.
CARDMASTER Postcard Duplicators, Cardmaster Co.
CARD-O-MATIC Tabulating Card Punch, Remington Rand Inc.
CARDVERTISER Post Card Printers, The Elliott Addressing Machine Co.
CARILLON Papeteries, Strathmore Paper Co.
CARLTON Brief Cases and Portfolios, Carlton Brief Case Corp.
CARLTON Illustration Board, Chas. T. Bainbridge's Sons
CARNATION Pencil Erasers, Joseph Dixon Crucible Co.
CARNATION BRAND Ribbons and Carbons, Miller-Bryant-Pierce
CAROUSEL Ash Trays, McDonald Products Corp.
CARPENTER Pencils, Blaisdell Pencil Co.
CARPENTER Pencils, National Pencil Co.
CARPENTER Pencils, Wallace Pencil Co.
CARPENTERS' UNION Pencils, Eagle Pencil Co.
CARRIER Air Conditioning Units, Carrier Corp.
CARRINGTON Greeting Cards, George S. Carrington Co.
CARROLL-LUSTRE Vinyl Sheet Products, J. B. Carroll Co.
CARRY ALL Brief Bag, Winfield Mfg. Co.
CARTER'S Inks and Adhesives, The Carter's Ink Co.
CARVEL Tracing Papers, Cardinell Corp.
CASE BINDERS Case Files, Smead Mfg. Co., Inc.
CASE NUMBERER Numbering Machines, Wm. A. Force & Co.
CASHGARD Steel Chests, Diebold, Inc.
CASHMASTER Aluminum Cash Box, Nu-Craft Products Co.
CASINO Pencils, Swan Pencil Co., Inc.
CASLON Mimeo and Ledger Papers, The Munising Paper Co.
CASTELL Pencils, A. W. Faber-Castell Pencil Co.
CASUAL Sofas, Kenmar Mfg. Co.
CATALINA Fluorescent Desk Lamps, Industrial Lamp Corp.
CATA-RACK Book-Catalog Racks, Sengbusch Self-Closing Inkstand Co.
CATALPA Pads and Typewriter Paper, L. Hyman & Sons
CATHEDRAL Notebooks, Tablets and Pads, Kurtz Bros.
CATALOGER Catalog Files, Remington Rand Inc.
CAVALIER Desk Calendars, Finch & McCullough
CAVALIER Telephone List Finder, Bates Mfg. Co.
CEDAR-KING Pencils, National Pencil Co.
CEDAR-SAN Dust-Laying Oil, Huntington Laboratories, Inc.
CELEBRITY Pens and Desk Sets, Stratford Pen Corp.
CELLO Tape Dispensers, Lipton Mfg. Co., Inc.
CELLO-CLIP Map and Plan Files, The Globe-Wernicke Co.
CELLOPHANE Marking Pencils, Blaisdell Pencil Co.
CELLO SLITTER Definite Length Tape Dispenser, Lipton Mfg. Co., Inc.
CELLUGRAF Signals, Geo. B. Graff Co.
CELLULOOK Report Covers, Associated Stationers Supply Co.
CELLU-PAK Canary Second Sheets and Office Machine Rolls, Cellulose & Paper Converting Co., Inc.
CELL-U-SEAL Index Guides, Weis Mfg. Co.
CELLUSPONGE Cellulose Sponges, Schroeder & Tremayne, Inc.
CELL-U-TACH Attachable Cellulose Tabs, G. J. Aigner Co.
CELLU-VISE Index Tabs, Geo. B. Graff Co.
CELL-U-WELD File Folders, Smead Mfg. Co., Inc.
CELON Mucilage, Diamond Ink & Adhesive Co.
CELTIC Sectional Post Binders, National Blank Book Co.
CEL-U-DEX Guides, Tabs and Signals, Cel-U-Dex Corp.
CENTAB School Supplies, Central Tablet Mfg. Co.
CENTAMATIC Paper Punches, Mutual Stationers Supply Corp.
CENTAUR Stamp Albums, Scott Publications, Inc.
CENTENNIAL Brass Wheel Daters, R. A. Stewart & Co., Inc.
CENTENNIAL Ribbons and Carbons, John Underwood & Co.
CENTRAL Desks and Tables, Central Desk Mfg. Co.
CENTURION Stationery Products, Bainbridge, Kimpton & Haupt, Inc.
CENTURY Gold Filled Pencils, A. T. Cross Pencil Co.
CER Ash Trays, Fred Baumgarten
CERCLA Metal Mechanical Bindings, General Binding Corp.
CERIA Four-Color Pencils, Fred Baumgarten
CERLOX Plastic Mechanical Bindings, General Binding Corp.
CERTIFICATE Bond Papers, Crocker-McElwain Co.
CERTIFIED Colored Pencils, National Pencil Co.
CERTIFIED GOVERNMENT STANDARD Ink, Crescent Products Co.
CERTIFIED Office Machine Rolls, Rittenhouse Paper Co.
CERULEAN Papeteries, Strathmore Paper Co.
CESCO Loose Leaf Equipment and Accounting Systems, The C. E. Sheppard Co.
CESCO-DEX Celluloid Index Strips, The C. E. Sheppard Co.
CESCOID Ledgers, The C. E. Sheppard Co.
CHAIRMAN Desk Lamps, General Lamps Mfg. Corp.
CHALKMASTER Blackboard Erasers, Weber Costello Co.
CHALLENGE Blueprint Papers, Keuffel & Esser Co.
CHALLENGE Clipboards, Hedges Mfg. Co.
CHALLENGE Daters, Numberers, Louis Melind Co.
CHALLENGE Eyelet Presses and Punches, Edward L. Sibley Mfg. Co., Inc.
CHALLENGE Notes, Drafts, and Receipts, C. R. Gibson Co.
CHALLENGE Paper Drills and Cutters, Challenge Machinery Co.
CHALLENGE Ribbons and Carbons, Consolidated Ribbon & Carbon Co.
CHALLENGE Scratch Pads, Rockwell-Barnes Co.
CHALLENGE Sectional Post Binders, Stationers Loose Leaf Co.
CHALLENGE Spring Binders, Elbe File & Binder Co., Inc.
CHALLENGE Stationery Items, Bainbridge, Kimpton & Haupt, Inc.
CHALLENGER Desk Trays, Nu-Craft Products Co.
CHALLENGER Duplicator Supplies, Challenger, Inc.
CHALLENGER Steel Filing Cabinets, Bentson Mfg. Co.
CHALLENGER Steel Office Tables, Maso Steel Products
CHAMONIX French Chamois, Schroeder & Tramayne, Inc.
CHAMP Aluminum Desk Trays, Nu-Craft Products Co.
CHAMPION Adding Machine Rolls, Book Rests, Loose Leaf Sheets, Pads, Shorthand Books, American Pad & Paper Co.
CHAMPION Casters, Hamilton Caster & Mfg. Co.
CHAMPION Daters and Numberers, Wm. A. Force & Co.
CHAMPION Display Hooks, L. D. Van Valkenburg Co.
CHAMPION Fountain Pens and Pencils, Southern Pen Co.
CHAMPION Income Tax Record, Commonwealth Publishing Co.
CHAMPION Maps and Globes, Weber Costello Co.
CHAMPION Mucilage, Writing Inks, Levison & Blythe Mfg. Co.
CHAMPION Pencil Sharpeners, C. Howard Hunt Pen Co.
CHAMPION Rubber Stamps, James H. Matthews & Co.
CHAMPION School Stationery, American Pad & Paper Co.
CHAMPION Stationery Items, Frank A. Weeks Mfg. Co.
CHAMPION Steel Type Holders, James H. Matthews & Co.
CHAMPION Utility Stands, Maso Steel Products
CHAMPION CLASP Mailing Envelope, Quality Park Envelope Co.
CHAMPION WIRE-O Notebooks and Receipt Books, American Pad & Paper Co.
CHANCELLOR Sectional Post Binders, A. E. Boyce Co.
CHANEY TRU-TEMP Thermometers, Chaney Mfg. Co.
CHANGEMAKER Aluminum Cash Drawer, Nu-Craft Products Co.
CHANGEPOINT Fountain Pens, Perpetual Calendars, Changepoint Inc.
CHAN-L-SLIDE File Folders, Smead Mfg. Co., Inc.
CHARACTER Carbon Papers and Ribbons, Remington Rand Inc.
CHARCOAL Pencils, Blaisdell Pencil Co.
CHARCOAL Pencils, General Pencil Co.
CHARDON Rubber Finger Tips, Chardon Rubber Co.
CHARFAIN Charcoal Sticks, American Crayon Co.
CHARKOL Pencils, National Pencil Co.
CHAR-KOLE Charcoal Sticks, Weber Costello Co.
CHARON Charcoal Pencils, Joseph Dixon Crucible Co.
CHARTER Pencils, Reliance Pencil Corp.
CHART-PAK Flow and Organization Chart Kits, Chart-Pak, Inc.
CHARVOZ Architects' Supplies, Charvoz-Roos Corp.
CHARVOZ-ROOS Magnifiers, Charvoz-Roos Corp.
CHASE ME Hand Cleanser, Ronnie Products, Inc.
CHATILLON Postal Scales, John Chatillon & Sons
CHECK WRITER Ink, Sanford Ink Co.
CHECKER Coat and Umbrella Racks, Vogel-Peterson Co.
CHECKER Hand Counter, J. L. Galef & Son, Inc.
CHECKER BOARD Ribbons and Carbons, Mittag & Volger, Inc.
CHECKERETTE Coat Room Racks, Vogel-Peterson Co.
CHECKO Check Protector Inks, Superior Marking Equipment Co.
CHECKVELOPE Check-Order Blank Combination, Tension Envelope Corp.
CHEKMATE Pocket Check Protector, Postamatic Co.
CHEK-O-LITE Illuminated Clip Board, IDL Mfg. & Sales Corp.
CHELSEA Binders, The Federbush Co., Inc.
CHEM-BOARD Storage Files, Convoy, Inc.
CHEMI-SEALED Pencils, Eagle Pencil Co.
CHESTERFIELD Wood Bookcases, The Globe-Wernicke Co.
CHESTERLYN Papeteries, Strathmore Paper Co.
CHEXSIGNO Check-Signing Machines, Hall-Welter Co., Inc.
CHICAGO Desk Pads, Telephone Book Covers and Accessories, Chicago Desk Pad Co. Inc.
CHICAGO Pencil Sharpeners, Apsco Products, Inc.
CHICAGO LINE Cash Boxes, Card Index Boxes and Trays, Dehler Mfg. Co.
CHIEF Soap Eraser, Weldon Roberts Rubber Co.
CHIEFTAIN Bond and Typewriter Papers, Neenah Paper Co.
CHIEFTAIN Matched Office Suites, Hoosier Desk Co.
CHILDS Fire Extinguishers, American-LaFrance-Foamite Corp.
CHINA MARKER Pencils, National Pencil Co.
CHINA MARKING Pencils, Blaisdell Pencil Co.
CHISEL POINTED Staples, E. H. Hotchkiss Co.
CHIT Gift Wraps, Hano Paper Co., Inc.
CHROMATYPE Stencil Duplicator Supplies, Polychrome Corp.
CHROMCRAFT Tubular Metal Furniture, American Fixture & Mfg. Co.
CHROME DOME Watertrap Cigarette Urns, Franklin Metal Products Co.
CHROMIUM MOUNT Rubber Stamps, Bankers & Merchants, Inc.
CHRONOSCOPE Telephone Toll Timers, Northwestern Clock Co.
CHUBB Safe Ledger Files, L. O'D. Lee
CICO Liquid Paste, The Carter's Ink Co.
CIDSON Powdered Ink, Thaddeus Davids Ink Co., Inc.
CINCINNATI Program Clocks, Time Recorders, Cincinnati Time Recorder Co.
CIN-MADE Cylindrical Mailing Cases, The Cin-Made Corp.
CIRCLARC Desk Lamps, Faries Div.
CIRCLINE Desk and Ceiling Lamps, Faries Div.
CIRCLINE Fluorescent Desk Lamps, Compco Corp.
CIRCULAIR Circulating Fans, Kisco Co.
CITADEL BOND Typewriter Paper, Hampshire Paper Co., Inc.
CITATION Duplicator Stencils, Typewriter Ribbons, Ronnie Products, Inc.
CITATION Fountain Pens, Waterman Pen Co., Inc.
CLARIN Folding Chairs, Clarin Mfg. Co.
CLARK Bulletin Boards and Directories, R. W. Clark Mfg. Co.
CLARK LINE Steel Shelving, R. K. Clark Co.
CLARO Pencil Erasers, Joseph Dixon Crucible Co.
CLAR-O-TYPE Liquid Type Cleaner, Clarotype Co., Inc.
CLARY Adding & Calculating Machines, Cash Registers, Clary Multiplier Corp.
CLASS Pencils, Reliance Pencil Corp.
CLASSIC Desk Classifiers, The Cooke & Cobb Co.
CLASSIC Desk Name Plates, Walter E. Kutch Co.
CLASSIC Drawing Paper, Frederick Post Co.
CLASSIC Paper Clips, Noesting Pin Ticket Co., Inc.
CLASSIC Pencils, American Pencil Co.
CLASSIC Ribbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
CLASSIC School Bags, Royal Cushion Co., Inc.
CLASSI-FILE File Folders, Remington Rand Inc.
CLAUSS Shears and Scissors, Clauss Cutlery Co.
CLAYOLA Modeling Clay, Binney & Smith, Inc.
CLEAN COPY Ribbons and Carbons, Burroughs Corp.
CLEAN WRITE Carbon Papers, Queen Ribbon & Carbon Co., Inc.
CLEANALL Typewriter Brushes, Arthur W. Hahn
CLEANATYPE Type Cleaner, Rudolf Orthwine Corp.
CLEANCOPY Pay Envelopes, Alfred Allen Watts, Inc.
CLEANGRIP Carbon Papers, H. M. Storms Co.
CLEANSBEST Brooms, Mops and Dusters, H. Hertzberg & Son, Inc.
CLEAR WRITE Carbon Papers, Queen Ribbon & Carbon Co.
CLEARCOPY Onionskin Papers, Esleeck Mfg. Co.
CLEAR-FIELD Tablets and Pads, Kurtz Bros.
CLEARINDEX Folders and Guides, Weis Mfg. Co.
CLEARING HOUSE Pads and Legal Tablets, American Pad & Paper Co.
CLEAROSCOPE Stencil Scopes, The Heyer Corp.
CLEARPRINT Glycerine Rubber Stamp Ink, Irwin-Hodson Co.
CLEARPRINT Stamp Pads, Inks, Hand Cleaner and Ribbons, Phillips Process Co., Inc
CLEARTEX Typewriter Ribbons, Codo Mfg. Corp.
CLEARTONE Dictating Machine Cylinders and Discs, American Dictating Machine Co., Inc.
CLEARTYPE Maps, American Map Co.
CLEARVUE Albums, Samuel Ward Mfg. Co.
CLEAR-VUE Desk Organizers, Mayer Mfg. Co.
CLEENEST Carbon Papers, Write, Inc.
CLEENOLEUM Desk Pads, Sainberg & Co., Inc
CLEEN-SEAL Master-Sets, Spirit Carbons, A. B. Dick Co.
CLEMCO Typewriter Desk Mechanism, The Seng Company
CLICK Daters and Numberers, Wm. A. Force & Co., Inc.
CLIMAX Adding Machine Rolls, Fay Paper Products, Inc.
CLIMAX Bond and Cash Boxes, Hamilton Metal Products Co.
CLIMAX Pencil Sharpeners, Apsco Products, Inc.
CLIMAX Smoking Stands, Campbell Products Co.
CLIMAX Storage Files, The Kay-Dee Co.
CLIMAX PORTA-FILE Portable Filing Unit, Hamilton Metal Products Co.
CLIMP Spring Clips, Joseph Dixon Crucible Co.
CLINCHER GRIP Envelopes, Northern States Envelope Co.
C-LINE Chair Cushions, Desk Pads, Chicago Desk Pad Co., Inc.

CLING Clips, H. C. Cook Co.
CLIP Binders, Elbe File & Binder Co., Inc.
CLIPAD Clip Boards, Elbe File & Binder Co., Inc.
CLIP-A-TAPE Gummed Tape Dispenser, Ideal Stencil Machine Co.
CLIP-ON Typewriter Eraser Holder, Aetna Products Co.
CLIPPER Receipts, Notes and Business Forms, Boorum & Pease Co.
CLIPPER Stapling Pliers, Ace Fastener Corp.
CLIPPER-GLIDER Staples, Ace Fastener Corp.
CLIPPER MAIL Opaque Papers, The Lafayette Co., Inc.
CLIX Chamois Skins, Nassau Sponge Co.
CLIX Paper Punches, New England Paper Punch Co.
CLOTHES MASTER Wardrobe Racks, Berkeley Industries
CLOTHESMASTER Wardrobe Cabinets, Supreme Steel Products, Inc.
CLOTHSTOK Expanding Files, National Fiberstok Envelope Co.
CLOVER BRAND Carbon Papers, Miller-Bryant-Pierce
CLUB PARCHMENT Papeteries, Samuel Ward Mfg. Co.
CLUB VELLUM Papeteries, Samuel Ward Mfg. Co.
CLYDESDALE Memo Book and Ring Book Fillers, Eureka Blank Book Co.
COAT OF ARMS Ribbons and Carbons, Buckeye Ribbon & Carbon Co.
COATER Hat and Coat Rack, Crawford Metal Craftsmen, Inc.
COAT-RAK Metal Costumers, Tubecrafters Sales Division
COBWEB Carbon Papers, A. P. Little, Inc.
CODETAPER Dispenser-Printer for Gummed Tape, Better Packages, Inc.
CODEX Chart Paper, Codex Book Co., Inc.
CODO Ribbons and Carbons, Codo Mfg. Corp.
COFFIN'S Interest Tables, The John C. Winston Co.
COILETTE Telephone Cord Coilers, Huff Co.
COINOMETER Coin Changers, Sorters and Counters, Coinometer Corp.
COINTYPER Coin Operated Typewriter, Gramont Corp.
COIT'S Lettering Pens, Inks, Bridgeport Pen Co.
COLD SPRINGS Bond and Onionskin Paper, Whiting-Plover Paper Co.
COLE, GEO. E., Drafts, Notes and Receipts, Legal Blanks, Associated Stationers Supply Co.
COLE-CHROME Tubular Furniture, Cole Steel Equipment Co., Inc.
COLITHO Offset Duplicating Supplies, Columbia Ribbon & Carbon Mfg. Co., Inc.
COLLEGE BOY Pencils, National Pencil Co.
COLLINS Ink Eradicator, Collins-Benton Co., Inc.
COLONIAL Duplicating Supplies and Forms, Colonial Carbon Co.
COLONIAL Paper Drinking Cups, Boston Drinking Cup Co.
COLONIAL Scratch Pads, American Pad & Paper Co.
COLONIAL Steel Filing Equipment, Columbia Steel Equipment Co.
COLONIAL-PREMIER Lamps, Colonial-Premier Co.
COLORAMA Colored Pencils, Eberhard Faber Pencil Co.
COLORBRITE Colored Pencils and Rubber Bands, Eberhard Faber Pencil Co.
COLOR CADDY Desk Sets, Scripto, Inc.
COLORPRINT Maps, American Map Co., Inc.
COLOR-TEX Colored Pencils, General Pencil Co.
COLORTONE Poster Colors, Milton Bradley Co.
COLSON Casters, Trucks, Colson Corp.
COLUMBIA Arch Files and Binding Cases, The Globe-Wernicke Co.
COLUMBIA Blueprint Cloth, Keuffel & Esser Co.
COLUMBIA Endorsing Machine Ink, The Irwin-Hodson Co.
COLUMBIA Machine Posting Trays, Wilson Jones Co.
COLUMBIA Mechanical Pencils, Columbia Pencil Co.
COLUMBIA Memo Books, Boorum & Pease Co.
COLUMBIA Metal Signs and Inks, Irwin-Hodson Co.
COLUMBIA Numbering Machines, Wm. A. Force & Co.
COLUMBIA Receipt Books, C. R. Gibson Co.
COLUMBIA Ribbons and Carbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
COLUMBIA Steel Filing Equipment, Columbia Steel Equipment Co.
COLUMBIAN Calendars, Columbian Art Works, Inc.
COLUMBIAN Chairs, Harter Corp.
COLUMBIAN Envelopes and String Ties, U. S. Envelope Co.
COLUMBIAN Twines, Columbian Rope Co.
COLUMBUS Pencils, A. W. Faber-Castell Pencil Co., Inc.
COLUMBUS Show Cases, Columbus Show Case Co.
COMET Ribbons and Carbons, Allied Carbon & Ribbon Mfg. Corp.
COMET Second Sheets, Processed Papers
COMET Tackers, E. H. Hotchkiss Co.
COMET Typewriter Erasers, Eberhard Faber Pencil Co.
COMET Utility Desk, Orna-Metal, Inc.
COMFIT Posture Chairs, The Globe-Wernicke Co.
COMFORT Office Chair Cushions, Comfort Cushion Co.
COMFORT Pencils, Eagle Pencil Co.
COMFRONT Office Chairs, Indiana Chair Co.
COMMAND PERFORMANCE Pen and Pencil Sets, Eversharp, Inc.
COMMAND-AIR Air Circulators, Fans, Commander Mfg. Co.
COMMANDER Carbon Papers, Columbia Ribbon & Carbon Mfg. Co., Inc.
COMMANDER Safes, Diebold, Inc.
COMMANDER Staplers and Staples, Arrow Fastener Co., Inc.
COMMANDO Combination Files, Art Steel Sales Corp.
COMMANDO Fountain Pens and Mechanical Pencils, Waterman Pen Co., Inc.
COMMANDO Mimeo Stencils, Ronnie Products, Inc.
COMMENTATOR Pen and Pencil Sets, Alexander Mfg. Co.
COMMERCE Bond Price Book Sheets, Loose Leaf Fillers, Typewriter Paper, American Pad & Paper Co.
COMMERCE Pencils, Eberhard Faber Pencil Co.
COMMERCE Typewriter Desks, Imperial Desk Co.
COMMERCIAL Blotting Papers, Joseph Parker & Son Co.
COMMERCIAL Drawing Inks, General Pencil Co., Inc.
COMMERCIAL Fountain Pen Inks, S. S. Stafford, Inc.
COMMERCIAL Letter Files, Acme Letter File Corp.
COMMERCIAL Ribbons and Carbons, Stenno Ribbon & Carbon Mfg. Co.
COMMERCIAL Rubber Stamp Printing Presses, Superior Marking Equipment Co.
COMMERCIAL Sheet Holders, Stationers Loose Leaf Co.
COMMERCIAL CALCULATOR Slide Rules, Gilson Slide Rule Co.
COMMERCIAL CONTROLS Mailroom Equipment, Commercial Controls Corp.
COMMODORE Pencils, A. W. Faber-Castell Pencil Co., Inc.
COMMON SENSE Inkstands, Squires Inkwell Co.
COMMON SENSE Travelers Expense Book, Beach Publishing Co.
COMMONWEALTH Steel Storage Cabinets, Wardrobe Cabinets, Commonwealth Steel Products Corp.
COMMUNO-PHONE Intercommunicating Systems, David Bogen Co., Inc.
COM-PAK Autographic Registers and Supplies, The Egry Register Co.
COMPANION Overnight Case, Winfield Mfg. Co.
COMPARE-A-DAY Record Books, Eureka Specialty Printing Co.
COMPASS Artist and Drafting Supplies, Compass Instrument & Optical Co., Inc.
COMPCO Lighting Fixtures, Sand Urns, Compco Corp.
COMPETETIVE Lumber Marking Ink, Irwin-Hodson Co.
COMPETITIVE Pencils, J. S. Staedtler, Inc.
COMPTOMETER Calculating Machines, Felt & Tarrant Mfg. Co.
COMPTOMETER DICTATOR Dictating-Transcribing Machine, Comptometer Dictation Division
COMPUTYPER Code Tape-Punch Accounting Machine, Friden Calculating Machine Co., Inc.
CONCORD Ball-Point Pens, Concord Pen Co.
CONCORD Fountain Pens, Waterman Pen Co., Inc.
CONCORD Gelatin Carbons, Colonial Carbon Co.
CONCORD FERMUS Carbon Paper, Kores Carbon Paper & Ribbons Mfg. Corp.
CONDOR Pencils, Richard Best Pencil Co.
CONFERENCE Aluminum Side Chairs, Ohio Chair Co.
CON-FER-PHONE Intercoms, Mark Simpson Mfg. Co., Inc.
CONGOFLOR Floor Coverings, Congoleum-Nairn, Inc.
CONGOLEUM Floor Coverings, Congoleum-Nairn, Inc.
CONGOTREAD Floor Coverings, Congoleum-Nairn, Inc.
CONGOWALL Wall Coverings, Congoleum-Nairn, Inc.
CONGRESS TIE Box Envelopes, Cooke & Cobb Co.
CONNECTICUT Burglar Alarms, Connecticut Telephone and Electric Corp.
CONOLLY Binders and Loose Leaf Devices, Henry Conolly Co.
CONQUEROR Spirit Duplicator, The Heyer Corp.
CONQUEST Fountain Pens, Waterman Pen Co., Inc.
CONQUEST Pencils and Leads, Wallace Pencil Co.
CONQUEST Ribbons and Carbons, Quest Mfg. Co.
CONSOLINE Loose Leaf Binders, Consolidated Loose Leaf, Inc.
CONSTITUTION Pencils, National Pencil Co.
CONTACT Pressure-Sensitive Labels, Archer Label Co.
CONTE Crayons and Pencils, Favor, Ruhl & Co.
CONTEMPO Ash Stands, Lamps, General Lamps Mfg. Corp.
CONTEX Adding Machine, Rex-Rotary Distributing Corp.
CONTINENTAL Desk Accessories, Continental Mfg. Co.
CONTINENTAL Felt Typewriter and Chair Pads, Continental Felt Co.
CONTINENTAL Metal Desks, Harrison Steel Cabinet Co.
CONTINENTAL Smoking Stands, Campbell Products Co.
CONTINENTAL Writing Inks, Scriptex Products Co., Inc.
CONTRACT Adding Machine Rolls, Rockwell-Barnes Co.
CONTRACT Bond, Onionskin Paper, American Writing Paper Corp.
CONTROL Pencils, Reliance Pencil Corp.
CONTROL PUNCHED Tabulating Forms, Uarco Incorporated
CONTROLA-CHART Visible Chart, Victor Safe & Equipment
CONVERS-O-CALL Intercommunicating Systems, National Inter-Communicating Systems
CONVERTIBLE Steel Shelving, Berger Mfg. Div.
CONVERTISOR Slide Rules, C-Thru Ruler Co.
CONVERTO-BINDERS Zipper Portfolios and Ring Binders, Reuben Co.
CONVERTO-ZIP Portfolios, Reuben Co.
CONVEX HEAD Thumb Tacks, Hampden Mfg. Co., Inc.
CONVEX POINT Pencils, Eagle Pencil Co.
CONVOY Storage Files, Convoy, Inc.
COOKE Time Stamps and Daters, The Cooke Time Stamp Co.
COOK'S Index Signals and Clips, H. C. Cook Co.
COOLAIRE Circulators, Howard Industries, Inc.
COOL-CIRCLE-ATER Window Fans, Kisco Co., Inc.
COOLETTE Office Refrigerators, Tri Boro Enterprises, Inc.
COPASCO Paste, The Commercial Paste Co.
COP-E-EEZ Copyholder, Lansdale Products Corp.
COPIFIXT Manifold Sets, Snapout Forms Co.
COPI-RITE Duplicating Stencils, Layton Mfg. Co.
COPISET One-Time Carbon Forms, International Tag & Salesbook Co.
COPLEY Crayons, Milton Bradley Co.
COPPER CHIEF Ribbons and Carbons, Ames Supply Co.
COPY EASE Book Holders, Franklin Table Co.
COPY TYPE Ribbons and Carbons, Kraus Ribbon & Carbon Co.
COPYBRITE Duplicating Supplies, Copy Papers Sales & Service Agency, Inc.
COPYCOLOR Colored Pencils, Eagle Pencil Co.
COPYFIX Photocopying Machine, Remington Rand Inc.
COPYFLEX Photographic Materials, Chas. Bruning Co., Inc.
COPYGRAPH Copying Pencils, Eagle Pencil Co.
COPYMAKER Spirit Duplicator, Old Town Corporation
COPYMASTER Photocopy Machines, P. & H. Sales Corp.
COPY-PLUS Liquid Duplicators, Copy-Plus, Inc.
COPYREX Spirit Duplicators, Rex-Rotary Distributing Corp.
COPY-RIGHT Copyholders, Curtis-Young Corp.
COPY-RITE Liquid Duplicators, Wolber Duplicator & Supply Co.
COPYSETS Snap-Apart Carbon Sets, Alfred Allen Watts, Inc.
COPYSETTE One-Time Carbon Sets, Port Huron Sulphite & Paper Co.
COPY-TYPE Carbons & Ribbons, Kraus Ribbon & Carbon Co.
COPY-TYPIST Automatic Copying Typewriters, American Automatic Typewriter Co.
COQUETTE Pad and Pencil Sets, Ehlbert Products
COQUILLE BRISTOL Drawing Bristol, Charles T. Bainbridge's Sons
CORAL Rubber Erasers, Weldon Roberts Rubber Co.
CORAL PINK Rubber Erasers, Weldon Roberts Rubber Co.
CORALINE Rubber Erasers, Weldon Roberts Rubber Co.
CORBIN Cabinet Hardware and Locks, Corbin Cabinet Lock Div., American Hardware Corp.
CORD LINE Desk Pads and Accessories, Polar Mfg. Co.
CORD-BOUND Sponges and Chamois, Schroeder & Tremayne, Inc.
CORDIAL GROUP Desks, Peerless Steel Equipment Co.
CORDLEY Electric Water Coolers, Cordley & Hayes
CORDOVAN Leatherette Accessories, S. K. Smith Co.
COREXA Calculating Machine, Hilner International Corp.
CORINTH Fountain Pens, Waterman Pen Co., Inc.
CORMAC Photocopying Machine, Cormac Industries, Inc.
CORNER ROUNDER Round Corner Paper Cutters, Lassco Products, Inc.
CORONA Adding Machines, Typewriters, Smith-Corona Inc.
CORONA Drawing Paper, Frederick Post Co.
CORONET Fluid Duplicators, Standard Duplicating Machines Corp.
CORONET Social Stationery, Montag Bros.
CORPORATE BOND Typewriter Papers, Rockwell-Barnes Co.
CORPORATION Wood Office Furniture, Hoosier Desk Co.
CORRASABLE Typewriter Papers, Eaton Paper Corp.
CORRECT SEATING Chairs, Shaw-Walker Co.
CORREGIDOR Safes, Guardsman-Valentine, Inc.
CORRESPONDENCE Steel Pens, Eagle Pencil Co.
CORRESPONDENT Desk Lamps, General Lamps Mfg. Corp.
CORRIAN Filing Cabinets, Corry-Jamestown Mfg. Corp.
CORSAIR Pencils, National Pencil Co.
COSCO Marking Devices, Consolidated Stamp Mfg. Co., Inc.
COSCO Office Chairs, Hamilton Mfg. Corp.
COSMO Daters, A. D. Joslin Mfg. Co.
COSMOLITE Self-Shining Wax, Huntington Laboratories, Inc.
COSMOS Drawing Instruments, F. Weber Co.
COSTELLO Blackboard Erasers, Weber Costello Co.
COTTERMAN Rolling Store and Welded Steel Safety Ladders, I. D. Cotterman.
COTTON KING Ribbons and Carbons, Leedall Products Mfg. Co.
COUCH'S Intercommunicating Telephone Systems, S. H. Couch Co.
COUNTERBOY Gummed Tape Sealers, Better Packages, Inc.
COUNTER-TRED Standing Mats, American Floor Products Co.
COUNTRY COUSIN Greeting Cards, Country Cousin
COUPON Bond, Onion Skin Paper, American Writing Paper Corp.
COURIER Five-Year Desk Calendars, Finch & McCullough
COURTLEIGH Fountain Pens, Waterman Pen Co., Inc.

COVERMASTER Cuff Protectors, Office Machine Covers, Florence Textile Products
COVER-NOTE Desk Calendars, Columbian Art Works, Inc.
C-PACK Envelopes, Quality Park Envelope Co.
CRADITE Mechanical Writing Instruments, W. A. Sheaffer Pen Co.
CRAFT Drawing Instruments, Chas. Bruning Co., Inc.
CRAFT Gum Erasers, Joseph Dixon Crucible Co.
CRAFTINT Artists' Colors, Craftint Mfg. Co.
CRAFT-MARK Desk Sets, Pads and Accessories, Banov-Bernsley & Co.
CRAFTSMAN UTILITY Fountain Pens, W. A. Sheaffer Pen Co.
CRAMER Posture Chairs, Cramer Posture Chair Co.
CRAMER DROPOSITORY Money Depositories, Cramer Safe & Office Equipment Co.
CRAM Atlases, Maps and Globes, The Geo. F. Cram Co., Inc.
CRANE BRAND Scissors and Shears, Metropolitan Cutlery Co.
CRAYLUX Wax Crayons, National Crayon Co.
CRAYOGRAPH Crayons, American Crayon Co.
CRAYOLA Crayons, Binney & Smith, Inc.
CRAYOLET Wax Crayons, Binney & Smith, Inc.
CRAYONART Crayons, American Crayon Co.
CRAYONEX Crayons, American Crayon Co.
CRAYRITE Crayons, Milton Bradley Co.
CREME-O-WAX Polish, General Cement Mfg. Co.
CRESCENT Cardboard, Chicago Cardboard Co.
CRESCENT Dating Stamps, R. A. Stewart & Co., Inc.
CRESCENT Inks and Adhesives, Crescent Products Co.
CRESCENT Manifold Papers, Lafayette Co., Inc.
CRESCENT Sheet Holders, Wilson Jones Co.
CRESCENT Wire Recorders, Recordit Corp., Div.
CREST Cork Bulletin Boards, N. Y. Silicate Book Slate Co.
CREST Fountain Pens, W. A. Sheaffer Pen Co.
CRESTLINE Steel Office Desks and Tables, Security Steel Equipment Corp.
CRETA-KOH-I-NOOR Pastels, Koh-I-Noor Pencil Co., Inc.
CRISS-CROSS Comparative Directory of Stationery Products, Haines Publishing Co.
CROMWELL Pencils, Reliance Pencil Corp.
CROSS Gold and Silver Mechanical Pencils, A. T. Cross Pencil Co.
CROWFOOT Typewriter Ribbons, Old Town Corporation
CROWN Ash Trays, Smokers Stands, Smo-King Products, Inc.
CROWN Dating and Numbering Stamps, R. A. Stewart & Co., Inc.
CROWN Duplicator Stencils, Rex-Rotary Distributing Corp.
CROWN Folding Chairs and Display Racks, Crown Products Co.
CROWN Marking Brush Pens, R. A. Stewart & Co., Inc.
CROWN Penholders, Eagle Pencil Co.
CROWN Price Marking Kits, R. A. Stewart & Co., Inc.
CROWN Staple Puller and Envelope Opener, Kenworth Mfg. Co.
CRUSADER Pen and Pencil Sets, Waterman Pen Co., Inc.
CRUSADER Pencils, Richard Best Pencil Co., Inc.
CRUSHED PARCHMENT Boxed Writing Papers, White & Wyckoff Mfg. Co.
CRYSTAL-CLEAR Presentation Books, Elbe File & Binder Co., Inc.
CRYSTAL SEAL Name Plates, Gits Molding Corp.
CUB CORDER Portable Tape Recorder, Ectro, Inc.
CUE Black Lead Pencils, Ruwe Pencil Co.
CUFF-ETTES Cuff Protectors, Angler's Products Co.
CUMMINS Perforators, Check Endorsers and Check Signers, Cummins-Chicago Corp.
CURMANCO Bank and Filing Supplies, Currier Mfg. Co.
CURRY Collators, J. Curry Mendes Corp.
CURTA Calculating Machine, Curta Calculator Co.
CURTIS-YOUNG Duplicator Supplies, Ribbons and Carbons, Curtis-Young Corp.
CURVETTE Duplicators, Duplicator Fluid, Master Units, Copy-Plus, Inc.
CURVE-DEX Card Trays, Wheeldex & Simpla Products, Inc.
CUSHIONER Aluminum Posture Chairs, Remington Rand Inc.
CUSTOM-MASTER Drawing Instruments, Frederick Post Co.
CYCLE-MATIC Cycle Billing Desks, Remington Rand Inc.
CYCLONE Automatic Feed, Slip Sheeter, Tab Puller, Addressing Machine & Equipment Co.
CYCLONE Paper Clips, Vail Mfg. Co.

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D 50 Fountain Pens, Universal Fountain Pen & Pencil Co., Inc.
D-H Sheet Holders, Elbe File & Binder Co., Inc.
D. H. & D. Ribbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
DS Files, All-Steel Equipment Inc.
D. T. Box Files, Globe-Wernicke Co.
DAB-N-STICK Adhesive Dispenser, Sapphire Products
DACO Filing Systems and Commercial Forms, Daco Card & Index Co.
DAHLIA Blotting Papers, L. Hyman & Sons
DAILY Calendar Pads, International Ticket Co.
DAILY PAPER Pencils, Blaisdell Pencil Co.
DAILY REMINDER Pads, American Pad & Paper Co.
DAILYWRITER Pencils, Jaclin Staty. Corp.
DAISY Furniture Cups, Schacht Rubber Mfg. Co.
DAISY INDESTRUCTIBLE Wire Letter and Waste Baskets, Massillon Wire Basket Co.
DALE Paper Fasteners and Washers, Edwin B. Stimpson Co.
DALTON Business Machines, Remington Rand Inc.
DALTON Sectional Post Binders, A. E. Boyce Co.
DAMASCUS Drawing Pencils, Richard Best Pencil Co., Inc.
DAMASK Blotting Papers, Joseph Parker & Son Co.
DAN-DEE Letter Trays, Bond Boxes and Waste Baskets, Erie Art Metal Co., Inc.
DAN-DEE Marking Crayons, Missouri Brush & Crayon Co.
DAN-DEE Office Machine Stands, Vanpe, Inc.
DANDY Box Files and Indexes, Hedges Mfg. Co.
DANDY Desk Sets and Pads, Stationers Specialty Co.
DANDY Envelope Sealers, Bainbridge, Kimpton & Haupt, Inc.
DANDY Gem Clips, Nesting Pin Ticket Co., Inc.
DANDY Hand Cleaner, Krayer Mfg. Co.
DANDY Paper Trimmers, Milton Bradley Co.
DANDY Pencil Sharpeners, Apsco Products, Inc.
DANDY Storage Files, Dandy Storage File Co.
DANDY AGATE Card Trays, Hedges Mfg. Co.
DANIELS Catalog Binders, A. E. Martell Co.
DANN'S Blackboard Erasers, E. W. A. Rowles Co.
DARNELL Casters and Glides, Darnell Corp., Ltd.
DASHAPLATES Addressing Machine Plates, Dashew Business Machines, Inc.
DATA TAPE-SHOOTER Dispenser-Printer for Gummed Tape, Better Packages, Inc.
DATE MINDER Electric Calendar Clock, Lux Clock Mfg. Co., Inc.
DATERETTE Dating Machines, American Numbering Machine Co.
DATES-TO-BE-REMEMBERED Date Books, Nascon Products Division
DATONA Metal Stock Signs, Dayton Stencil Works Co.
DAUB-A-CAPS Daubers and Caps, The Applicator Co.
DAUNTLESS Fountain Pens, Waterman Pen Co., Inc.
DAUNTLESS Ledger Paper, Gilbert Paper Co.
DAVENPORT Post Binders, The Federbush Co., Inc.
DAVEY Book Ends, Letter Racks, Davey Products Co., Inc.
DAVIDS' Inks and Adhesives, Thaddeus Davids Ink Co., Inc.
DAVIDSON Folders and Offset Supplies, Davidson Corp.
DAVIDSON DUAL Duplicators, Davidson Corp.
DAVIDSON PAPER MASTER Offset Master Plates, Davidson Corp.
DAVOL Rubber Bands and Finger Cots, Davol Rubber Co.
DAVSON Bulletin Boards and Signs, A. C. Davenport & Son, Inc.
DAWN Ribbons and Carbons, Old Town Corporation
DAWN-AIRE Fresh Air Generators, Midwest Naturlite Co.
DAY BY DAY Diaries, Samuel Ward Mfg. Co.
DAY-AT-A-GLANCE Appointment Books, Nascon Products Division
DAY-BRITE Desk Lamps, Day-Brite Lighting, Inc.
DAYDEX Appointment Calendars, Wilson Memindex Co.
DAY-GLO Gummed Labels, Dennison Mfg. Co.
DAYLOCKER Safes, Guardsman-Valentine, Inc.
DAYTON Electric Fans and Circulators, Dayton Electric Mfg. Co.
DAZOR Floating Lamps, Dazor Manufacturing Corp.
DEADLINE Pencils, J. S. Staedtler, Inc.
DEADLOCK Tag Fasteners, Vail Mfg. Co.
DEAN Ball-Point Pens, Dean Mfg. Corp.
DEAN Pencils, American Pencil Co.
DEB Ball-Point Pens, Fieldston Products Corp.
DEBONAIR Fountain Pens, Universal Fountain Pen & Pencil Co., Inc.
DEBONAIR Pencils, Reliance Pencil Corp.
DEBONAIRE Posture Chairs, Domore Chair Co.
DEBONETTE Fountain Pens, Universal Fountain Pen & Pencil Co., Inc.
DECI LOG LOG Slide Rules, Pickett & Eckel, Inc.
DECIPOINT Slide Rules, Pickett & Eckel, Inc.
DECKER FILE Box Files, Decker Metal Products, Inc.
DECLARATION Bond Paper, Marvin Envelope & Paper Co.
DECO Wood Ash Trays, File Boxes, Letter Trays, Decatur Industries, Inc.
DECORA Colors, F. Weber Co.
DEDUCTAX Withholding Tax Calculator, Remington Rand Inc.
DEEP-TONE Billfolds, Enger-Kress Co.
DEE-REZ DDT Insecticide, Huntington Laboratories, Inc.
DEE-R-TEE Type Cleaning Tools, Safeguard Corp.
DEFENDER Paper Fasteners and Straight Pins, Oakville Co.
DEFENDER Safes, Protectall Safe Corp.
DEFENDER Wood Desks, The Globe-Wernicke Co.
DEFENSE Carbon Papers, A. P. Little, Inc.
DEFIANCE Blackboard Erasers, Beckley-Cardy Co.
DEFIANCE Dating Stamps, R. A. Stewart & Co., Inc.
DEFIANCE Inkstands, Defiance Calendar Co.
DEK-ALL Colors, American Crayon Co.
DELBRIDGE Interest Calculators and Withholding Tax Calculators, Delbridge Calculating Systems, Inc.
DEL-E-TAPE Eradicable Typewriter Ribbons, Aetna Products Co.
DE LONG Brass Pins, DeLong Hook & Eye Co.
DELTA Artists' Brushes, Delta Brush Mfg. Co.
DELTA WRITING Legal Pads, Universal Pad & Tablet Corp.
DELTACHROMES Dye Transfers, Prints, West-Dempster Co.
DE LUXE Address Labels, Dennison Mfg. Co.
DE LUXE Binders and Posting Trays, Wilson Jones Co.
DE LUXE Hand-Mounted Globes, The Geo. F. Cram Co., Inc.
DE LUXE Ribbons and Carbons, Shipman-Ward Mfg. Co.
DE LUXE Stencil Duplicators, Vari-Color Duplicator Co.
DE LUXE 100-YEAR Fountain Pens, Waterman Pen Co., Inc.
DE LUXE DUR-ROL Platens, Shipman-Ward Mfg. Co.
DELUXE REVERSIBLE Chair Cushions, Comfort Cushion Co.
DELUXE ROYAL Chair Cushions, Comfort Cushion Co.
DE LUXE SECRETARIAL Typewriter Ribbons, Smith-Corona Inc.
DE VINNE SMOOTH Offset Paper, Crocker-McElwain Co.
DEMCO Library Supplies, Demco Library Supplies
DEMURE Ball-Point Pens, Ritepoint Co.
DENNISON Labels, Tags, Etc., Dennison Mfg. Co.
DENOMINATOR Pay Roll Tabulator, The Denominator Co., Inc.
DENSIWOOD Densified Furniture Components, Lundstrom Laboratories, Inc.
DEPENDABLE Chairs, Stools and Stands, Dependable Mfg. Co.
DEPENDABLE Fountain Pen Desk Set, Sengbusch Self-Closing Inkstand Co.
DERBY Brass Paper Fasteners, F. Kelly Co.
DERBY Carbon Papers, Ronnie Products, Inc.
DERBY Sealers and Labelers, Derby Sealers, Inc.
DERMA-SAN Disinfectants, Huntington Laboratories, Inc.
DESIGNMASTER Drawing Instrument Set, Frederick Post Co.
DESK COMPANION Steel Files, Western Mfg. Co.
DESK SAFE Security Boxes, Lennox Metal Mfg. Co., Inc.
DESKAID Blotter Pads and Work Distributors, Ehlbert Products
DESKAID Calendars, Defiance Calendar Co.
DESKAID Work Distributor, National Fiberstek Envelope Co.
DESKAL Desk Calendars, Defiance Calendar Co.
DESKETTE Dip Pen Desk Sets, Sanford Ink Co.
DESKING Memo Trays and Inkstands, Sterling Plastics Co.
DESKIT Stamp and Label Dispensers, Salsbury Corp.
DESK SAFE Security Files, Lennox Metal Mfg. Co., Inc.
DESK-O-FILE Metal Desks, Steel Parts Mfg. Corp.
DESKSIDE Files, Weis Mfg. Co.
DETECTO Mail and Parcel Post Scales, Detecto Scales, Inc.
DET-EK-TOR Billfolds, Enger-Kress Co.
DEVLIN Upholstered Chairs, Garland Furniture Co.
DEVORE'S Interest Tables, Charles R. Jacobs
DEX Paste, John J. Ward, Inc.
DEX Safety Trimmers, Dex Safety Trimmer
DEXIGRAPH Photocopying Equipment, Remington Rand Inc.
DEXTER Pencil Sharpeners, Apsco Products, Inc.
DIABOLO Copying Pencils, American Pencil Co.
DIAL Appointment Books, General Diaries Corp.
DIAL-A-KEY Keycases, Enger-Kress Co.
DIALIST Telephone Indexes, Bates Mfg. Co.
DIAL-TAPER Electric Gummed Tape Sealing Machine, Marsh Stencil Machine Co.
DIAMOND Inks and Adhesives, Diamond Ink & Adhesive Co.
DIAMOND BRAND Ribbons and Carbons, Miller-Bryant-Pierce.
DIAMOND-ARROW Chair Casters, The Bassick Co.
DIAMOND-VELVET Chair Casters, The Bassick Co.
DIANA Pencils and Leads, J. S. Staedtler, Inc.
DICK MAILERS Mailing Machine, Dick Mailer Co.
DICTABELT Plastic Belt Record, Dictaphone Corp.
DICTACORD Continuous Recording Equipment, Dictaphone Corp.
DICTAPHONE Dictating Machines, Dictaphone Corp.
DICTATION Lead Pencils, J. S. Staedtler, Inc.
DICTATOR Typewriter Ribbons, Buckeye Ribbon & Carbon Co.
DICTOGRAPH Intercommunication Systems, Dictograph Products, Inc.
DICTOREL Dictating Machine, Pentron Corp.
DIEBOLD Chests and Safes, Diebold, Inc.
DIE CRAFT Business Cards, Christmas Cards, Engraved Letterheads, Die Craft Card & Stationery Co.
DIEHL Electric Fans, Diehl Mfg. Co.

DIETZGEN Drafting Instruments and Supplies, Eugene Dietzgen Co.
DILL & COLLINS Papers, The Mead Sales Co., Inc.
DIPADAY Pens and Desk Sets, Sengbusch Self-Closing Inkstand Co.
DIP-LESS Writing Sets, The Esterbrook Pen Co.
DIPLOMA Pencils, American Pencil Co.
DIPWELL Desk Writing Sets, The Carter's Ink Co.
DIRECT NAME Folders, Yawman and Erbe Mfg. Co.
DIRECT PRINT Reproduction Papers, Strathmore Paper Co.
DIRECT VISION Filing Systems and Folders, Yawman and Erbe Mfg. Co.
DIRECT-A-CALL Intercom System, Connecticut Telephone & Electric Corp.
DIRECTOIRE Steel Catalog and Telephone Directory System, Art Steel Sales Corp.
DIRECTOR Billfolds, Amity Leather Products Co.
DIRECTOR Desk Lamps, Industrial Lamp Corp.
DIRECTOR Pencils, Reliance Pencil Corp.
DIRECTOR Perpetual Wall Calendars, Finch & McCullough
DIRECTOR Ribbons and Carbons, The Carter's Ink Co.
DIRECTOR Staplers, E. H. Hotchkiss Co.
DIRECTOR Wood Letter Trays, Majestic Staty. Co.
DIRECTRESS Billfolds, Amity Leather Products Co.
DISC Maptacks, Hampden Mfg. Co., Inc.
DISC Rubber Erasers, Joseph Dixon Crucible Co.
DISPATCH Pencils, Wallace Pencil Co.
DISPATCH Steel Pens, C. Howard Hunt Pen Co.
DISPENSACARD File Card Dispenser, Wabash Filing Supplies, Inc.
DITTMARK Master Paper, Ditto, Inc.
DITTO Duplicators and Supplies, Ditto, Inc.
DITTO Pencil Sharpeners, Apsco Products, Inc.
DITTOFORMS Printed Forms, Ditto, Inc.
DIV-I-DEX File Drawer Dividers, Cel-U-Dex Corp.
DIXIE Filing Supplies, Southern Folder & Index Co., Inc.
DIXIE Inkstands, Bainbridge, Kimpton & Haupt, Inc.
DIXIE Paper Drinking Cups and Dispensers, Dixie Cup Co.
DIXIE Ribbons and Carbons, Hynes Mfg. Co.
DIXIE Upholstery Leather, Eagle-Ottawa Leather Co.
DIXIE CHROME PRODUCTS Chrome Furniture, Dixie Chrome Products
DIXON Brass Fasteners, Dixon Research, Inc.
DIXON ENDURO Pencil Sharpener, Joseph Dixon Crucible Co.
DIXON ENDURO DRAFTSMAN Pencil Sharpener, Joseph Dixon Crucible Co.
DIXON POINTER Pencil Sharpener, Joseph Dixon Crucible Co.
DOALL Letter Opener, Buckens Mfg. Co.
DO-ALL Rubber & Cord Matting, American Mat Corp.
DO-ALL-IN-ONE Combination Files, Art Steel Sales Corp.
DOCKET BOND Typewriter Papers, Rockwell-Barnes Co.
DOCUMENT FILE Storage Cases, The Globe-Wernicke Co.
DOEHLER Metal Office Furniture, Doehler Metal Furniture Co., Inc.
DOLAN Lounge Chair, Carlton-Surrey, Inc.
DOLIN Filing Equipment, Dolin Metal Products, Inc.
DOLLARTIME Time Computer, The Hourmaster
DOME Income Tax and Bookkeeping Records, Dome Publishing Co., Inc.
DOME-TOP Waste Receptacles, F. H. Lawson Co.
DOMINATOR Safes, Diebold, Inc.
DOMINO Stencil Correction Fluid, Ronnie Products, Inc.
DO/MORE Posture Chairs, Domore Chair Co., Inc.
DONIE Wood Office Furniture, Donie Chair and Mfg. Co.
DOPP Leather Cases and Wallets, Charles Doppelt & Co., Inc.
DOPP-BILT Leather Business Cases, Charles Doppelt & Co., Inc.
DOPP-CRAFT Leather Business Cases, Charles Doppelt & Co., Inc.
DOPP-KIT Travel Kits, Charles Doppelt & Co., Inc.
DORO Office Furniture, Doro Mfg. Co.
DORSET Steel Desks, Dorset Steel Equipment Co.
DORSON Toll Timers, Dorson Time Instruments Co.
DORSON, JR. Time Stamps, Dorson Time Instruments Co.
DOUBLE DECKER Writing Sets, Union Pencil Co., Inc.
DOUBLE FEATURE Pen and Pencil Desk Sets, Union Pencil Co., Inc.
DOUBLE POINT Marking Plates, Hampden Mfg. Co., Inc.
DOUBLE SERVICE Hectograph Trays, Hectographia Corp.
DOUBLECOAT Stencils, Shallcross Co., Inc.
DOUBLE-DECKER Photo and Autograph Albums, Ehlbert Products
DOUBLETOP File Folders, Filing Equipment Bureau, Inc.
DOUBLIFE Rubber Stamps, Dayton Stencil Works Co.
DOUGH Rubber Erasers, Weldon Roberts Rubber Co.
DOUGLAS Ballot Boxes, Tables, Voting Booths, Douglas Mfg. Corp.
DOVERCLIFF Blackboard Chalk, American Crayon Co.
DOWN-EASE Leather Upholstered Furniture, Niemann, Inc.
DOWNEY Change Trays and Bank Supplies, C. L. Downey Co.
DOWNEY-JOHNSON Coin Counter, Johnson Fare Box Co.
DOWST Magazine and Catalog Binders, Dowst Bindery & Loose Leaf Co.
DR. SCAT Type Cleaner, Hand Cream and Plastic Cuffs, Dr. Scat Chemical Co.
DRAFTMASTER Drafting Tables, Stacor Equipment Co.
DRAFTMASTER Drawing Instrument Set, Frederick Post Co.
DRAFTSMAN Drawing Instrument Set, Frederick Post Co.
DRAFTSMAN SPECIAL Pencil Sharpeners, Apsco Products, Inc.
DRAGON Ribbons and Carbons, The Carter's Ink Co.
DRAUGHTING Pencils, Eagle Pencil Co.
DRAWING Steel Pens, C. Howard Hunt Pen Co.
DRAW-KLEEN Drawing Cleaner, Craftint Mfg. Co.
DRAWLET Pens, Esterbrook Pen Co.
DRAWRSTILE Storage Cases, The Kay-Dee Co.
DRAYFILE Metal Filing Cabinets, Dray Mfg. Co.
DREADNAUGHT Ledger and Bond Papers, Gilbert Paper Co.
DREADNOUGHT Staplers, Markwell Mfg. Co., Inc.
DREAM BRAND Ribbons and Carbons, U. S. Carbon & Ribbon Mfg. Co., Inc.
DRESNER Luggage and Leather Goods, S. Dresner & Son, Inc.
DREYFUSS Smoking Stands, Campbell Products Co.
DRIAD Powder Paint, Binney & Smith, Inc.
DRI-AIRE Dehumidifier, Berns Mfg. Corp.
DRI-DOC Plastic Envelopes, Artmor Plastics Corp.
DRI-FLO Brush Marking Pens, Stencil Brushes and Inks, Dri-Flo Mfg. Co.
DRI-INK Transparent Marking Colors, Floquil Products, Inc.
DRI-KWIK Stamp Pads and Inks, Fulton Marking Equipment Co.
DRI-LINE Marking Pens and Inks, Sanford Ink Co.
DRIMARQUETTE Marking Inks, The Irwin-Hodson Co.
DRIPAINT Marking Stick, Markwell Mfg. Co., Inc.
DRI-RITE Brush Pens and Marking Inks, Brownie Mfg. Co.
DRI-RITE Duplicator Ink, Ink Specialties Co.
DRI-STAT Flat Bed Printer, Transfer Papers, Peerless Photo Products, Inc.
DROPFOLD Typewriter Desks, All-Steel Equipment Inc.
DROPOSITORY Money Depositories, Cramer Safe & Office Equipment Co.
DRY PEN Brush Pens, Markwell Mfg. Co., Inc.
DRY-HESIVE Masking and Mending Tapes, Gummed Tape & Devices Co.
DRY-TAB Package Sealers, Dry-Tab Package Sealer Co., Inc.
DRYTYPE Carbon Paper, Kores Carbon Paper & Ribbons Mfg. Corp.
DUAL-JET Double Ended Pen, Jet Mfg. Co., Inc.
DUALKOTE Aluminum Offset Plates, Polychrome Corp.
DU-ALL No. 144 Carbons & Ribbons, Kraus Ribbon & Carbon Co.
DUAL-LOC Post Binder, C. E. Sheppard Co.
DUALOCK Prong Binders, Wilson Jones Co.
DUALOG Slide Rules, Tavella Sales Co.
DUANE Blotting, Bond and Duplicator Papers, Wansco Paper Products Co., Inc.
DUBARRY Stationery, Personal Stationery Co.
DUBL-FRONT Expanding File Pockets, The Cooke & Cobb Co.
DUBLTOP Filing Folders, Filing Equipment Bureau, Inc.
DUCHESS Illustration Board, National Card, Mat and Board Co.
DUCKSTER Book Covers, Typewriter Covers, Plastic Fabricators, Inc.
DUCO Cement, E. I. Du Pont de Nemours & Co.
DUHONEY 20 Folding Leg Mechanisms, Midwest Folding Products
DUKE Marking Inks, Price Marking Sets, Stamp Pads, Ronald K. Duke Co.
DUKE Perpetual Calendars, Finch & McCullough
DUK-IT Ash Trays, Sand Urns and Humidors, McDonald Products Corp.
DUO Cabinet Locks, Illinois Lock Co.
DUO Ink Eradicator, Cardinell Corp.
DUODEX Pocket Telephone Indexes, Nascon Products Division
DUO-DUSTIN Dusting Paper, Munising Paper Co.
DUO-FAST Staplers, Gun Tackers and Staples, Fastener Corp.
DUO-LIFE Steel Type, James H. Matthews & Co.
DUO-PAK Ribbons and Carbons, Neidich Process Div.
DUOPOINT Mechanical Pencils, Scripto, Inc.
DUOPOST Double Compartment Envelopes, Tension Envelope Corp.
DUO-PURPOSE Labels, Eureka Specialty Printing Co.
DUO-RUN Spirit and Gelatin Copy Paper, Ditto, Inc.
DUO-TANG Brief Covers, Ellingsworth Mfg. Co.
DUOTONE Linoleum Tile, Bird & Son
DUOTONE Typewriter Ribbons, The Shallcross Co.
DUO-TONE Wood Photo Albums, Stationers Specialty Co.
DUOTOP Filing Folders, Weis Mfg. Co.
DUPLEX Bookstands, Duplex Book Stand Co.
DUPLEX Calendars and Refills, Ever Ready Calendar Mfg. Co.
DUPLEX Ink-Pencil Erasers, Weldon Roberts Rubber Co.
DUPLEX Mechanical Pencils and Pencil-Knives, Duplex Pen & Pencil Co.
DUPLEX Memo Books, Boorum & Pease Co.
DUPLEX Periodical Binder, The C. E. Sheppard Co.
DUPLEX Posting Trays, Wilson Jones Co.
DUPLEX Sorters, Duplex Sorter Co.
DUPLEX RECORDAK, Recordak Corp.
DUPLICARBO Spirit Duplicators, Supplies, Du Prints, Inc.
DUPLICOPY Duplicators and Supplies, Duplicopy Co.
DUPLI-FORM Duplicator Sets, Old Town Corporation
DUPLI-KIT Addressor & Printer, Heyer Corp.
DUPLI-KLEEN Master Units, Spirit Carbon, Duplicopy Co.
DUPLIMAT Stencils, Addressograph-Multigraph Corp.
DUPLISTICKERS Gummed Labels, Eureka Specialty Printing Co.
DUPLI-TYPER Office Machine Attachments, Dupli-Typer Co.
DUPLITYPE Stencils and Inks, Duplicating Papers, Inc.
DUPLO Combination Pen and Pencil, Hutcheon Brothers
DUPLO Duplicating Paper, Rockwell-Barnes Co.
DUPO Duplicator Fluid, Adhesive Products Corp.
DUQUAINE Lecterns, A. J. DuQuaine Lectern Mfg. Co.
DURA Type and Foils, Franklin Mfg. Corp.
DURA-CLIP Clips and Clipboards, Dura-Clip Co., Inc.
DURABILITY Index Cards and Guides, C. L. Barkley & Co.
DURABILT Minute Books, Stationers Loose Leaf Co.
DURABLE Filing Cabinets, Telephone Cabinets, Durable Metal Products Co.
DURABLE Inked Ribbons, Phillips Ribbon & Carbon Co., Inc.
DURABUL County Record Binders, Wilson Jones Co.
DURACROME Fountain Pen Nibs, Esterbrook Pen Co.
DURA-FIBRE Vertical File Pockets, Smead Mfg. Co., Inc.
DURA-FOAM Foam Rubber Cushion, Foam Rubber Fabricators, Inc.
DURALEX Check and Passbook Covers, Coast Book Cover Co.
DURAMARK Paint Crayons, Eberhard Faber Pencil Co.
DURAMETRIC Carbon Paper, F. S. Webster Co.
DURAN Plastic Upholstery, Masland Duraleather Co.
DUR-A-PAD Office Machine Pads, Durkee-Atwood Co.
DURARCO School Bags, A. Reif & Co.
DURASHIELD In-and-Out Time Boards, Plastic Fabricators Co.
DURASOL Plastic-Coated Fabric, Masland Duraleather Co.
DURATAB File Folders, Oxford Filing Supply Co.
DURATEX Bulletin Boards, E. W. A. Rowles Co.
DURATEX File Folders, C. L. Barkley & Co.
DUREL Drawing Crayons, Binney & Smith Inc.
DURER Artists Brushes, Nobema Products Corp.
DURHAM Steel Cash and Bond Boxes, The Durham Mfg. Co.
DURHAM LINE Folding Metal Chairs, Durham Mfg. Corp.
DURITE BRAND Carbon Papers, Miller-Bryant-Pierce
DURKEE-ATWOOD Sponge Rubber, Durkee-Atwood Co.
DURO Linoleum Desk Pads, Polar Mfg. Co.
DURO DECALS Decalcomania Transfers, Duro Decal Co., Inc.
DUROBILT Wood Desks, Great Lakes Furniture Co.
DURO-FLEX Carbon Papers, Waters & Waters Branch
DUROGRAPHIC Ink Paper, Autographic Business Forms, Inc.
DUROL Type Cleaner, Reliance Pencil Corp.
DUROLEAD Carbon Copy Pencils, Reliance Pencil Corp.
DUROPLATE Blackboards, E. W. A. Rowles Co.
DURO-RIM Binders, Master-Craft Corp.
DUR-ROL Synthetic Rubber Platens, Shipman-Ward Mfg. Co.
DUSK Carbon Paper, Curtis-Young Corp.
DUSTLESS Brushes, Milwaukee Dustless Brush Co.
DUTY Inked Ribbons, Hynes Mfg. Co.
DU-VAR Decalcomanias, National Decalcomania Corp.
DUWACO BRAND Duplicating Inks, Dunham-Watson Co.
DUX Pencil Sharpeners, Tape Dispensers, Fred Baumgarten
DUZDU Emulsion Cleaner, Federal Mining & Mfg. Co.
DUZITAL Coin Wrappers, C. L. Downey Co.
DYNAGRAPH Stencil Duplicator, Dansen Co.

E

E-K Leather Goods, Enger-Kress Co.
E.M. Scrubbing Compounds, Huntington Laboratories, Inc.
EOG Office Furniture, Herman Miller Furniture Co.
EP Duplicating Fluids, Schwartz Chemical Co.
ER-2 Gold Stamping Machines, Roberts, Cushman & Co.
E-Z Interest Tables, Twentieth Century Co.
E-Z Swinging Fluorescent Lamps, Acme Lite Products Co.
E.Z.C. Price Ticket Sets, Franklin Mfg. Corp.
E-Z DIAL Tax Computers, Consolidated Business Systems, Inc.
E-Z EASEL Display Binder, McMillan Book Co.
E-Z GRIP Parallel Straightedges, Mayline Co., Inc.
E-Z-LINKT Business Forms, Uarco Incorporated
E-Z OPEN Brief Bags, Cases, Standard Brief Case Co., Inc.
E-Z OUT Carbon Set Forms, Uarco Incorporated
E-Z SLIDE Card and Ticket Holders, Cooks', Inc.
E-Z SORT Card Sorting Systems, E-Z Sort Systems, Ltd.
E-Z TRIP Salesbooks, Shelby Salesbook Co.

EAGLE Clip Files, Yawman and Erbe Mfg. Co.
EAGLE Desk Lamps, Eagle Electric Mfg. Co., Inc.
EAGLE Fountain Pens, Eagle Pencil Co.
EAGLE Ledgers and Loose Leaf Holders, National Blank Book Co.
EAGLE Letter Files, Acme Letter File Corp.
EAGLE Ribbons and Carbons, American Ribbon & Carbon Co., Inc.
EAGLE-A Typewriter Papers, American Writing Paper Corp.
EAGLE EYE Carbon Papers, Phillips Ribbon & Carbon Co., Inc.
EAGLE-GRIP Loose Leaf Binders, Le Febure Corp.
EAGLE ZEPHYR Pricers, Price Kits, Consolidated Stamp Mfg. Co., Inc.
EAMES Chairs, Herman Miller Furniture Co.
EASEL Stenographic Notebooks, Rockwell-Barnes Co.
EASY Secretarial Desk Mechanisms, St. Louis Hardware Mfg. Co.
EASY COPY Ribbons and Carbons, Peerless-Imperial Co., Inc.
EASY SNAP Transfer Files, Strayer Coin Bag Co.
EASY-LIFT Secretarial Desk Mechanisms, St. Louis Hardware Mfg. Co.
EASYREST Posture Chairs, Steelcase, Inc.
EASYTYPE Rubber Keytops, Victor Adding Machine Co.
EATON Letter Papers, Eaton Paper Corp.
EAZYMARK Marking Crayons, St. Louis Crayon & Handle Co.
EAZY-READ Multiple Forms, American Lithofold Corp.
EAZY-VISION Desk Lamps, Bainbridge, Kimpton & Haupt, Inc.
EBCO Wall Water Fountains, Ebco Mfg. Co.
EBERHARD FABER Rubber Bands, Eberhard Faber Pencil Co.
EBON-DURA Black Fibre File Folders, Sell Corp.
EBONY Drawing Pencils, Mechanical Graphite Pencils, Eberhard Faber Pencil Co.
EBONY BLACK Stencil Inks, James H. Matthews & Co.
ECHO Dictation Silencer, Hush-A-Phone Corp.
ECHO Typewriter Ribbons, Allied Carbon & Ribbon Mfg. Corp.
ECLIPSE Box Files, The Globe-Wernicke Co.
ECLIPSE Duplicating Inks, Peerless Ink Corp.
ECLIPSE Erasers, Joseph Dixon Crucible Co.
ECLIPSE Inks, Binney & Smith Co.
ECLIPSE Paper and Stationery, Kurtz Bros.
ECLIPSE Sectional Post Binders, A. E. Boyce Co.
ECLIPSE Time Stamps, A. D. Joslin Mfg. Co.
ECO Duplicator Inks. Vari-Color Duplicator Co.
ECO Watchmens Clocks, Detex Watchclock Corp.
ECONDEX Paper Towels, Northern Paper Mills
ECONITROL Strip Accounting Forms, National Business Systems Co.
ECONO Mimeo and Duplicator Paper, Processed Papers
ECONOCHAIR Metal Side Chairs, Griggs Equipment Co.
ECONO-FORM Office Furniture, Kenwood Corp.
ECONOM-AIRE Steel Desks, Tables, Western Mfg. Co.
ECONOMAT Lithograph Products, A. B. Dick Co.
ECONOME Posture Chair, Maso Steel Products
ECONOMIC Casters, Hamilton Caster & Mfg. Co.
ECONOMIQUE Typewriter Ribbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
ECONOMY Blackboard Erasers, E. W. A. Rowles Co.
ECONOMY Blotting Paper, Pads, Typewriter Paper Packets, American Pad & Paper Co.
ECONOMY Book Supports, Bridgeport Hardware Mfg. Corp.
ECONOMY Dry Stencils, The Heyer Corp.
ECONOMY File Folders, Southern Paper Products Co., Inc.
ECONOMY Floor Coverings and Runners, Bird & Son
ECONOMY Mailing Bags, Bemis Bro. Bag Co.
ECONOMY Office and School Desks, Wells Furniture Mfg. Co.
ECONOMY Partitions, Store Fixtures, Weber Showcase & Fixture Co., Inc.
ECONOMY Postal Scales, IDL Mfg. & Sales Corp.
ECONOMY Price Books, A. E. Boyce Co.
ECONOMY Ribbons and Carbons, Buckeye Ribbon & Carbon Co.
ECONOMY Sectional Post Binders, Stationers Loose Leaf Co.
ECONOMY Storage Files, Pronto File Corp.
ECONOMY T-Squares, Mayline Co., Inc.
ECONOMY Typewriter Stands, Toledo Metal Furniture Co.
ECONOMY SUITE Matched Office Furniture, Hoosier Desk Co.
ECONO-PAK Autographic Registers and Forms, Econo-Pak Register Co.
ECONO-RITE Manifold Books, Carbonized Paper Co.
ECONOTAB Celluloid Insertable Guides, Yawman and Erbe Mfg. Co.
ECON-O-TYPE Typewriter Billing Attachment, Autographic Business Forms, Inc.
EDDYSTONE Steel Pens, C. Howard Hunt Pen Co.
EDEN Executive Swivel Chairs, Carlton-Surrey, Inc.
EDEXCO Chart Paper, In-and-Out Registers, Bulletin Boards and Map Pins, Educational Exhibition Co.
EDGELESS Pencils, American Pencil Co.
EDIPHONE Dictating Machines, Thomas A. Edison, Inc.
EDISON Dictating Machines, Thomas A. Edison, Inc.
EDITOR Ball Point Pens, Fieldston Products Corp.
EDITOR Pencils, Eberhard Faber Pencil Co.
EDO-KING Marking Pencils, Monarch Pencil Co.
EDUCATOR Wax Crayons, Joseph Dixon Crucible Co.
EFF & C Steel Posture Chairs, The Fritz-Cross Co.
EFFICIENCY Adding Machine Rolls, Cross Section Pads, Price Book Sheets, American Pad & Paper Co.
EFFICIENCY Autographic Registers, Business Systems and Forms, The Egry Register Co.
EFFICIENCY Commercial Stationery, American Pad & Paper Co.
EFFICIENCY Business Cases, Boyle Leather Goods Co., Inc.
EFFICIENCY Gelatin Roll Duplicators, The Heyer Corp.
EFFICIENCY EZERASE Typewriter Paper and Packets, American Pad & Paper Co.
EGYPTIAN Mucilage, Levinson & Blythe Mfg. Co.
EHRLICH OF GRAND RAPIDS Upholstered Furniture, Grand Rapids Leather Furniture Co.
EICOR Tape Recorders, Eicor, Inc.
EIFFEL Chamois, Schroeder & Tremayne, Inc.
EKOTAPE Tape Recorders, Webster Electric Co.
ELASTIC BOLTAFLEX Upholstery Material, Bolta Corporation
ELASTIC TOLEX Plastic Upholstery Material, Textileather Corp.
ELASTICHUCK Aluminum Drafting Pencils, Winslow Product Engineering Corp.
ELBE Binders and Loose Leaf Devices, Elbe File & Binder Co., Inc.
ELDORADO Pencils, Joseph Dixon Crucible Co.
ELECTION Colored Pencils, Joseph Dixon Crucible Co.
ELECTRO CHEMICAL Inks, Thaddeus Davids Ink Co., Inc.
ELECTROFILE Card Index Systems, Johnson Fare Box Co.
ELECTRONIC Pencils and Leads, Eagle Pencil Co.
ELECTRONIC SECRETARY Telephone Answering Device, Electronic Secretary Industries, Inc.
ELEVATOR Desk Pen Sets, Esterbrook Pen Co.
ELF Pencils, Koh-I-Noor Pencil Co., Inc.
ELFCO Pocket Diaries, E. L. Freeman Co.
E-LINE Posture Chairs, Harter Corp.
ELITE Address and Guest Books, Samuel Ward Mfg. Co.
ELITE Heavy Smoking Stands, Campbell Products Co.
ELITE Transfer Cases, Top Flight Products Co., Inc.
ELITE Venetian Blinds, Modern Venetian Blinds, Inc.
ELITE TRU-PACK Autographic Registers, Egry Register Co.
ELK BOND Carbon Papers, Miller-Bryant-Pierce
ELK BRAND Typewriter Ribbons, Miller-Bryant-Pierce
ELLIOTT Addressing Machines and Supplies, Elliott Addressing Machine Co.
ELLIOTT Drawing Materials, B. K. Elliott Co.
ELLIPTIC Rubber Erasers, Weldon Roberts Rubber Co.
ELSANE Desk Accessories, Sainberg & Co., Inc.
ELSON Lumber Marking Crayons, St. Louis Crayon & Handle Co.
ELYSEES Social Stationery, Montag Bros.
EMBASSY Ledgers, The Federbush Co., Inc.
EMBECO Wax Crayons and Paste, Milton Bradley Co.
EMBLEM Colored Pencils, Reliance Pencil Corp.
EMECO Aluminum Chairs, Emeco Corp.
EMBOSOGRAF Sign-Making Machines, Embosograf Corp. of America
EMERALD Pencil Eraser, Eberhard Faber Pencil Co.
EMERALD Typewriter Ribbons, Smith-Corona Inc.
EMERALITE Desk Lamps and Smokers, Emeralite Co., Inc.
EMERSON-ELECTRIC Fans, Emerson Electric Mfg. Co.
EMINENCE BOND Typewriter Papers, Eaton Paper Corp.
EMPIRE Salesmen's Catalog Binders, The Federbush Co.
EMPIRE Steel Filing Cabinets, Yawman and Erbe Mfg. Co.
EMPIRE Wood Office Furniture, Hoosier Desk Co.
EMPIRE CITY Thumb Tacks, Hampden Mfg. Co., Inc.
EMPRESS Ribbons and Carbons, Spirit Master Units, Peerless-Imperial Co., Inc.
ENAMELED Graphic Crayons, St. Louis Crayon & Handle Co.
ENAMELED-HEAD Thumb Tacks and Paper Fasteners, Hampden Mfg. Co., Inc.
END-BOUND Columnar Books, National Blank Book Co.
ENDFOLDS File Folders, Remington Rand Inc.
ENDICATOR Staples, Bates Mfg. Co.
ENDORSOGRAPH Check Endorsing Machines, Commercial Controls Corp.
ENDURANCE File Folders, U-File-M Binder Mfg. Co., Inc.
ENDURAROC Blackboards, E. W. A. Rowles Co.
ENDURO Pencil Sharpener, Joseph Dixon Crucible Co.
ENERGY Bond, Duplicator Papers, Munising Paper Co.
ENGEL CORNERS Photo Mounting Corners, Engel Art Corners Mfg. Co.
ENGER-KRESS Leather Goods, Enger-Kress Co.
ENGINEER Drawing Instrument Set, Frederick Post Co.
ENGRAVED AUTOGRAPHS Metal Name Plates, Metalcraft, Inc.
ENGROSSING Inks, Higgins Ink Co., Inc.
ENNIS Tags and Salesbooks, Ennis Tag & Salesbook Co.
ENSEMBLE Rubber Erasers, Weldon Roberts Rubber Co.
ENSIGN Perpetual Calendars, Finch & McCullough
ENVELOCK Envelope Fasteners, Ames Safety Envelope Co.
ENVEL-OPENER Hand Letter Openers, Sterling Plastics Co.
ENVOLABE Moisteners, A. C. Hummel Co.
ENVOY Classroom Furniture, American Seating Co.
ENVOY Papeteries, Strathmore Paper Co.
ENVOY Ring Binder, Shank Leather Goods Co.
EQUIPOISE Stencil File Books, Ronnie Products, Inc.
EQUIPTO Parts Bins, Steel Shelving and Stock Carts, Equipto Div., Aurora Equipment Co.
EQUITY BOND Analysis Paper, Columnar Pads, Yerg, Inc.
ERADO Ink Eradicator, Cardinell Corp.
ERASAGUARD Erasure Pads, Kee Lox Mfg. Co.
ERASALL Erasers, Eagle Pencil Co.
ERASIT Gum Erasers, Joseph Dixon Crucible Co.
ERAS-IT-KLEAN Eraser, National Pencil Co.
ERAZOL India Ink Remover, Cardinell Corp.
ERCO Honor Rolls, Name Plates, Erco Mfg. Co.
EREBE Water Colors and Illustration Board, Nobema Products Corp.
ERICKSON FOLD-A-WAY Tables, Haldeman-Langford Mfg. Co.
EROS Pencils, Koh-I-Noor Pencil Co.
ERROR-NO Copyholders, Hall-Welter Co., Inc.
ERSCO Order Books and Sales Books, Ersco
ESCO Paper Roll Specialties and Index Cards, Eastern Specialties, Inc.
ESCOPLAN Carbon Paper, Kores Carbon Paper & Ribbons Mfg. Corp.
ESCORT Bond, Ledger and Machine Posting Papers, L. L. Brown Paper Co.
ESCORT Hand Trucks, Associated Services
ESLEECK Air Mail Bond Papers, Esleeck Mfg. Co.
ESQUIRE Carbon Paper, Kores Carbon Paper & Ribbons Mfg. Corp.
ESSAY Pencils, General Pencil Co.
ESSCO Steel Shelving, Lockers and Cabinets, Electric Service Mfg. Co.
ESSEX Post Binders, National Blank Book Co.
ESSKAY Carbon Paper, Tax Tables and Columnar Pads, S-K Forms Co.
ESTERBROOK Steel Pens, Fountain Pens and Mechanical Pencils, Esterbrook Pen Co.
ESTERCROME Steel Pens, Esterbrook Pen Co.
ESTEX Inks, Scriptex Products Co., Inc.
ESTEY Metal Lockers, Shelving, Estey Metal Products, Inc.
ETCHCRAFT Greeting Cards, Etchcraft Co.
ETCHO Etching Inks, Superior Marking Equipment Co.
ETERNO Indelible Pencils, Joseph Dixon Crucible Co.
EUREKA Blackboard Erasers, Beckley-Cardy Co.
EUREKA Columnar Sheets, Eureka Blank Book Co.
EUREKA Copying Baths, Cloths, Eureka Blotter Bath Co.
EUREKA Labels and Albums, Eureka Specialty Printing Co.
EUREKA Post Binders, Stationers Loose Leaf Co.
EUREKA Ribbons and Carbons, Mittag & Volger, Inc.
EVABRITE Mirrors, Semon Bache & Co.
EVALAST Mirrors, Semon Bache & Co.
EVANS' Adhesives, The Commercial Paste Co.
EVANS' Gathering Racks and Sorters, Evans Specialty Co.
EVANSTIK Book Repair Paste, The Commercial Paste Co.
EVA-PRESS Rubber Stamp and Plate Making Machine, American Evatype Co.
EVER NEAT Desk Pads, Reliable Stationers Specialties Co.
EVER READY Desk Calendars and Pads, Ever Ready Calendar Mfg. Co.
EVER READY Moisteners and Gummed Tape Sealers, Ever Ready Label Corp.
EVER READY Payroll Systems, Bates Accounting Forms Co., Inc.
EVERBEST Ribbons and Carbons, Consolidated Ribbon & Carbon Co.
EVERBRIGHT Poster Colors, Nobema Products Corp.
EVERBRITE Stainless Steel Pens, Spencerian Pen Co.
EVER-CLEAN Pocket Protectors, Hurley Smith
EVEREADY Gelatin Sheet Duplicators, Hectographia Corp.
EVERFLAT Desk Pads, Sainberg & Co., Inc.
EVERGRIP Mucilage, American Crayon Co.
EVERHANDY Pencil Sharpeners and Bulldog Clips, C. Howard Hunt Pen Co.
EVERKLEEN Coated Carbons, Hectographia Corp.
EVERKLEEN Linoleum Desk Pads and Tops, Files, Edgewater Mfg. Co., Inc.
EVER-LAST Ball-Point Pens, Everlast Pen Corp.
EVERLASTING Carbon Papers and Ribbons, Remington Rand Inc.
EVERLASTING Index Tabs, Yawman and Erbe Mfg. Co.
EVERLOCK Rubber Type Sets, Consolidated Stamp Mfg. Co., Inc.
EVER-READY Motor Record Books, John J. Ward, Inc.
EVER-RITE Salesbooks, Ersco
EVERSHARP Fountain Pens and Mechanical Pencils, Eversharp, Inc.
EVERSHARP Shears and Scissors, Acme Shear Co.
EVERSTEADY Ash Tray, Quigley Co.
EVER-THERE Slide Rules, Keuffel & Esser Co.
EVERTHIN Erasers, Eberhard Faber Pencil Co.

EVERY DAY Files, Globe-Wernicke Co.
EXACT Bond, Duplicator, Ledger, Mimeo Bond Paper, Wausau Paper Mills Co.
EXACTO Architects' Triangles and Curves, Turner Devices, Inc.
EXCEL Pens and Pencils, Non-Stop Pen & Pencil Co.
EXCEL Pin Tickets and Tags, Dancyger Mfg. Co
EXCEL PRODUCTS Ball Point Pens, Ferber Corp.
EXCELALL Tracing Paper, Frederick Post Co.
EXCELL Brief Binders, C. E. Sheppard Co.
EXCELLENCE Colored Pencils, Wallace Pencil Co.
EXCELLENT Paper Products, Wansco Paper Products Co., Inc.
EXCELLO Lecturers Chalk, American Crayon Co.
EXCELLO Marking Leads, W. D. Mease Co.
EXCELLO Post Binders, Stationers Loose Leaf Co.
EXCELLO Spirit Duplicator Fluid, Miller-Bryant-Pierce
EXCELSIOR Colored Lead Pencils, Reliance Pencil Corp.
EXCELSIOR Diaries, National Blank Book Co.
EXCELSIOR Drawing Instrument Set, Frederick Post Co.
EXCELSIOR Rubber Stamp Pads, Volger Mfg. Co.
EXCELSIOR Stamping Ink, Thaddeus Davids Ink Co., Inc.
EXCELSIOR Tracing Cloth, Keuffel & Esser Co.
EXECUTIVE Checkwriters, Marcy F. Roderick Co.
EXECUTIVE Conference Desks, The Leopold Co.
EXECUTIVE Desk Classifiers, The Cooke & Cobb Co.
EXECUTIVE Desk Files, Quality Park Envelope Co.
EXECUTIVE Fluorescent Desk Lamps, Globe Lighting Products Co.
EXECUTIVE Letter Trays, Polar Mfg. Co.
EXECUTIVE Moisteners, A. C. Hummel Co.
EXECUTIVE Pencils, Joseph Dixon Crucible Co.
EXECUTIVE Ribbons and Carbons, A. P. Little, Inc.
EXECUTIVE Refrigerator Bars, Tri Boro Enterprises, Inc.
EXECUTIVE Staplers, Markwell Mfg. Co., Inc.
EXECUTIVE Steel Desks and Filing Cabinets, Art Steel Sales Corp.
EXECUTIVE Steel Waste Baskets, Nu-Craft Products Co.
EXECUTIVE Wood Office Furniture, Executive Furniture Co.
EXECUTIVE LINE Office Papers, The Paper Mills Co.
EXECUTONE Intercommunication Systems, Executone, Inc.
EXELL Adding Machine Rolls and Onion Skin Papers, Rockwell-Barnes Co.
EXERCISE Pencils, General Pencil Co.
EX-IT Hand Cleansing Cream, Phillips Process Co., Inc.
EX-IT Staple Removers, Markwell Mfg. Co., Inc.
EXPANDEX Expanding Envelopes, American Fiber-Velope Mfg. Co.
EXPANDEX Indexes and Inserts, Shaw-Walker Co.
EXPANDING INDEX Card Guides, Yawman and Erbe Mfg. Co.
EXPANDO Brief and Zipper Cases, Thomases & Co.
EXPANDO M. B. Binders, Wilson Jones Co.
EXPEDITE Mimeo Bond and File Folders, Rockwell-Barnes Co.
EXPERT Bond, Duplicator, and Writing Papers, Everett Pulp & Paper Co.
EXPERT Pencils, American Pencil Co.
EXPRESS Gummed Tape Moisteners, Better Packages, Inc.
EXTENDA PHONE Telephone Bracket, Glidex Corp.
EXTRA ADHESIVE Mucilage, Thaddeus Davids Ink Co., Inc.
EXTRA BLACK Pencils, J. S. Staedtler, Inc.
EXTRA FINE Steel Pens, Eagle Pencil Co.
EXTRA QUALITY Carbon Papers, The Buckeye Ribbon & Carbon Co.
EXTRAGOOD Carbon Paper, Union Ribbon & Carbon Co.
EYE EZE Ledger and Posting Trays, Konko Sales Co.
EYE-AID Index Record Cards, The Globe-Wernicke Co.
EYE-EASE Paper and Accounting Forms, National Blank Book Co.
EYE-EZE Stencils, American Stencil Mfg. Co.
EYE-SAVER Lamps, Faries Div.
EYESAVER Rulers, Seneca Novelty Co., Inc.
EYETINT Notebooks, Rockwell-Barnes Co.
EZEFILES Desk Files, Weis Mfg. Co.
EZEON Paper Clips, Acco Products, Inc.
EZERASE Fillers, Paper and Tablets, American Pad & Paper Co.
E-Z-SLIDE Card and Ticket Holders, Cooks' Inc.
E-Z-STAC Letter Trays, Bainbridge, Kimpton & Haupt, Inc.
EZY-FOLD Folding Benches, James P. Luxem Co.
EZYINDEX Tabs and Index Systems, Ezyindex Products Corp.
EZY PULL Carbon Papers, Miller-Bryant-Pierce
EZY-RASE NUCITE Glass Blackboards, N. Y. Silicate Book Slate Co.
EZY-RUG Rubber Matting, American Mat Corp.

F

F. & E. Check Protectors and Inks, Hedman Co.
F. B. Loose Leaf Binders, Speed Products Co., Inc.
F-C Steel Posture Chairs, Fritz-Cross Co.
F.E.B. Strip Indexes, Filing Equipment Bureau, Inc.
FSS Leather Upholstered Furniture, Frank Scerbo & Sons, Inc.
FABCO Artists Brushes, Fine Art Brush Co., Inc.
FABRICUSHION Standing Mats, L. M. Bickett Co.
FABRIHIDE Memo Books, Eureka Blank Book Co.
FACILITY Posture Chairs, The Fritz-Cross Co.
FACIT Calculators, Facit, Inc.
FAC-SIMILE Copying Pencils, Blaisdell Pencil Co.
FACSIMILE Duplicating Supplies, Duplicating Papers, Inc.
FAIR DEAL Bond Papers, L. Hyman & Sons
FAIRCHILD COPY-ROLL Photocopy Equipment, Fairchild Aerial Surveys, Inc.
FAIRFIELD Papeteries, Strathmore Paper Co.
FAIRGATE Aluminum Rules, Fairgate Rule Co.
FAIRWAY Staplers and Staples, Markwell Mfg. Co., Inc.
FALCON Rulers and Scales, American "Falcon" Mfg. Corp.
FALCON Sectional Post Binders, A. E. Boyce Co.
FALCON Steel and Silver Steel Pens, Eagle Pencil Co.
FALTEX Combination Letter Opener and Folder, Lansdale Products Corp.
FAMLIFYLE Home Record Files, Weis Mfg. Co.
FAN PAK Fanfold Forms, Atlantic Register Co.
FAN-CARD Visible Vertical Card System, Wassell Organization, Inc.
FANETTE Portable Fans, Fresh'nd Aire Co.
FANFOLD Gummed Labels, Globe-Wernicke Co.
FANTASIA Gift Wraps, Hano Paper Co., Inc.
FARB-A-STAND Typewriter Tables, Louis H. Farber Co.
FARIES Desk Lamps, Faries Division
FARM FACTS Bookkeeping Systems, Wilson Jones Co.
FASCO Electric Fans, Fasco Industries, Inc.
FASHION-AIRE Metal Desks, Western Mfg. Co.
FAST MAIL Receipt Books, C. R. Gibson & Co.
FASTEX Rubber Cement, S. S. Artist Materials, Inc.
FASTIK Adhesives, W. I. Davids & Co.
FAST-SEALED Brief Covers, Cooke & Cobb Co.
FAST-TO-FILE Filing Units, The Kay-Dee Co.
FAULTLESS Binders and Filing Supplies, Stationers Loose Leaf Co.
FAULTLESS Casters and Glides, Faultless Caster Corp.
FAULTLESS Pencil Clips, L. D. Van Valkenburg Co.
FAUROT Finger Print Systems, Faurot, Inc.
FAUST Pencils, Koh-I-Noor Pencil Co., Inc.
FAVOR Artists' Materials, Favor, Ruhl & Co.
FAV-O-RITE Rubber Cement, Favor, Ruhl & Co.
FAVORITE Filing Supplies, Desk Classifiers and Clipboards, Cooke & Cobb Co.
FA-VO-RITE Scratch Pads, Fay Paper Products, Inc.
FAVORITE Slide Rules and Crayons, Keuffel & Esser Co.
FAWN Duplicating Supplies, Fawn Brands, Ltd.
FAYMUS Rubber Stamps and Inks, Bankers & Merchants, Inc.
FEATHER-FLEX Venetian Blinds, Modern Venetian Blinds, Inc.
FEATHERLIGHT Folding Tables, The Brewer-Titchner Corp.
FEATHERLITE Luggage, Warren Leather Goods Co.
FEATHER-MARK Marking Pens and Inks, Binney & Smith, Inc.
FEATHERTOUCH Denominators, Denominator Co., Inc.
FEATHERTOUCH Typewriter Keys, Munson Supply Co.
FEATHERTOUCH Writing Points, W. A. Sheaffer Pen Co.
FEATHERWEIGHT Autographic Registers, Uarco Incorporated
FEATHERWEIGHT Numbering Machines, Bates Mfg. Co.
FEATHERWEIGHT Reading Glasses, Edroy Products Co.
FEATHERWEIGHT Ring Memos and Wallets, Trussell Mfg. Co.
FEATHERWEIGHT Rulers, Westcott Rule Co.
FEATHERWEIGHT Staplers, Markwell Mfg. Co., Inc.
FEATURE BOND Typewriter Papers, Rockwell-Barnes Co.
FEDERAL M. B. Binders, Wilson Jones Co.
FEDERAL Cash Registers, Federal Cash Register Co.
FEDERBUSH Binders and Covers, The Federbush Co., Inc.
FEDRALITE Type Cleaner, Federal Mining & Mfg. Co.
FEDRALUBE Typewriter Oil, Federal Mining & Mfg. Co.
FEDRANOL Spirit Duplicator Fluid, Federal Mining & Mfg. Co.
FEDRATONE Typewriter Cleaning Solution, Federal Mining & Mfg. Co.
FEDRITE Platen Cleaner, Federal Mining & Mfg. Co.
FEDRON Platen Reconditioners, Federal Mining & Mfg. Co.
FELDCO Ring and Zipper Ring Binders, Feldco Loose Leaf Corp.
FELT-POINT Fountain Brush Pens, Marsh Stencil Machine Co.
FELTO Bulletin Boards, Signs, Coast Directory Co.
FENT-ONAMEL Labels, Fenton Label Co., Inc.
FERMUS Carbon Paper Kores Carbon Paper & Ribbons Mfg. Corp.
FERRIS Rotary Card Files, Ferris Business Equipment, Inc.
FEUDAL OAK Leather Chairs and Sofas, Jamestown Lounge Co.
FIBERBILT Sample Cases, Fiberbilt Sample Case Co., Inc.
FIBERHYDE Brief Covers, National Fiberstok Envelope Co.
FIBERKOTE Brief Covers and Card Index Sets, National Fiberstok Envelope Co.
FIBEROK Wastebaskets, Bainbridge, Kimpton & Haupt, Inc.
FIBEROPE Expanding Wallets and File Pockets, Ames Safety Envelope Co.
FIBERSTOK Brief Covers and Filing Supplies, National Fiberstok Envelope Co.
FIBERTEX Expanding Envelopes and File Pockets, Josephson Mfg. Corp.
FIBER-VELOPE Filing Supplies and Wallets, American Fiber-Velope Mfg. Co.
FIBRCAN Waste Baskets, Plycraft Corp.
FIBRE FLAT Indexes, McMillan Book Co.
FIBRE FORM Waste Baskets, The Fibre Forming Corp.
FIBROTECTS Floor Mats, Sainberg & Co., Inc.
FIDELITY Onion Skin Papers, Esleeck Mfg. Co.
FIELDSTON Ball Pens, Fieldston Products Corp.
FIGURE FACTS Financial Statement Outfit, Master-Craft Corp.
FIGUREMASTER Calculators, Marchant Calculators, Inc.
FIGUREMATIC Calculators, Marchant Calculators, Inc.
FILAWAY Personal Files, Lennox Metal Mfg. Co., Inc.
FILCONSEAL Furniture Polish, Nelsonite Chemical Products, Inc.
FILE CADDY Steel Deskside Files, Amberg File & Index Co.
FILE-A-CARD Business Card Files, Redigraph, Inc.
FILE-A-CHECK Check File, Regal & Wade Mfg., Inc.
FILE-A-DEX File Folders, Index Cards, Index Guides, Crownola Loose Leaf Products, Inc.
FILE-AID Card Holders, File-Aid Sales
FILE-A-SIST File Tray, Sengbusch Self-Closing Inkstand Co.
FILECRAFT Steel Files, Automatic File & Index Co.
FILE-IT Personal File, Regal & Wade Mfg., Inc.
FILEMASTER Plastic Card Files, Brushmakers, Inc.
FILE-RITE Folders and Guides, Filequipment Corp. of America
FILESTOOL Metal Filing Stools, Kol, Inc.
FILEX Filing Supplies, Dunleavy Co.
FILEX Steel Files, Filex Steel Products, Inc.
FILM-A-RECORD Microfilming Equipment, Remington Rand Inc.
FILMGRAPH Sound Recorders, Miles Reproducer Co., Inc.
FILMO Microfilming Equipment, Burroughs Corp.
FI-LOX Expanding Envelope Fasteners, National Fiberstok Envelope Co.
FILT-R-FAN Filtered Air Units, Meier Electric & Machine Co.
FILWAX Stencil Correction Fluid, Marr Duplicator Co., Inc.
FINAL-LINE Carbon Paper, Peerless-Imperial Co., Inc.
FINCH Pencils, Wallace Pencil Co.
FIND-A-LINE Copyholder, Interstate Office Furniture Div.
FINDIT Filing Systems, C. L. Barkley & Co.
FINE ARTS Rubber Erasers, Eagle Pencil Co.
FINE FALCON Steel Pens, C. Howard Hunt Pen Co.
FINE WRITING Penholders, Eberhard Faber Pencil Co.
FINELINE Pens, Pencils, Leads, Erasers and Desk Sets, W. A. Sheaffer Pen Co.
FINE-REST Aluminum Office Chairs, Aluminum Seating Corp.
FINERPOINTE Mechanical Pencils, Hutcheon Brothers
FINEST Artists' Materials, M. Grumbacher, Inc.
FINEST Pencils, General Pencil Co.
FINGER PRINT Stamp Pads, Superior Marking Equipment Co.
FINGER TIP Carbons, Nelson-Eismann Co.
FINGER-FLITE Electric Typewriter, Underwood Corp.
FINGERTIP Fountain Pens, Moore Pen Co.
FIRE MASTER Insulated Files, Victor Safe & Equipment
FIRE WALL Steel Files, Yawman and Erbe Mfg. Co.
FIRE-FILE Fireproof Filing Cabinets, Shaw-Walker Co.
FIREFLY Reading Glasses, Swift & Anderson, Inc.
FIRMA-GRIP Paste, Binney & Smith, Inc.
FIRM-BASE Typewriter Desk Shelf Supports, St. Louis Hardware Mfg. Co.
FIRST YEAR Pencils, Blaisdell Pencil Co.
FISHER Ball Pens, Fisher Pen Co.
FIVE-IN-ONE Income Tax Records, Bainbridge, Kimpton & Haupt, Inc.
FIVE-PRONG Loose Leaf Folders, C. L. Barkley & Co.
FIXATIF Charcoal Drawing Fixative, F. Weber Co.
FLAGSHIP Carbon Papers and Ribbons Allied Carbon & Ribbon Mfg. Corp.
FLAIR Studio Greeting Cards, The Hart Vance Co.
FLAME-GUARD Insulated Files, Guardsman-Valentine, Inc.
FLAMINGO Desk Lamps, Industrial Lamp Corp.
FLAMINGO Pencils, Joseph Dixon Crucible Co.
FLARE Butane Lighters, Quick Point Pencil Co.
FLASH Box Openers, Flash Box Opener Co., Inc.
FLASH Fountain Pen Sets, Union Pencil Co., Inc.
FLASH Post Binder Markers, Perma Products Co.
FLASH DRY Rubber Stamp Inks, Superior Marking Equipment Co.

FLASH TAPE Moisteners, Lipton Mfg. Co., Inc.
FLASH-A-CALL Intercommunication Systems, Inter-Communication System of America
FLASH-DRI Stamp Pad Inks, Cardinell Corp.
FLASH-LOK Binders, Elbe File & Binder Co., Inc.
FLAT-IRON Carbon Papers, U.S. Carbon & Ribbon Mfg. Co.
FLAT MAILER Legal Envelopes, Tension Envelope Corp.
FLAT-OPENING Ledger Paper, McMillan Book Co.
FLATPAKIT Register Forms, Moore Business Forms, Inc.
FLATPAX Fanfold Forms, Hamilton Autographic Register Co.
FLAT-RITE Visible Binder, The C. E. Sheppard Co.
FLAXEN DECKLE Papeteries, Samuel Ward Mfg. Co.
FLAXWHEEL HOMESPUN Boxed Writing Papers, White & Wyckoff Mfg. Co.
FLEET MAILOPENER Envelope Opener, Haldon Mfg. Co., Inc.
FLEETWING Duplicators, Marr Duplicator Co., Inc.
FLEXADOR Smoking Stands, Smokador Mfg. Co., Inc.
FLEXARM Desk Lamps, Flexo International Corp.
FLEXI Bookcases, Storage Cabinets, Borroughs Mfg. Co.
FLEXI-BILT Bin Units, Berger Mfg. Div.
FLEXIBLE Binders, A. E. Boyce Co.
FLEXIBLE Notebooks, Elbe File & Binder Co., Inc.
FLEXIBLOCK File Follow Blocks, Remington Rand Inc.
FLEXI-COVER Brief Covers, Wilson Jones Co.
FLEXI-FILE File Sectioning Device, Remington Rand Inc.
FLEXI-FLASH Signals, Filing Equipment Bureau, Inc.
FLEXIFOLDER Brief Covers, Wilson Jones Co.
FLEXIFONE Intercommunication Systems, Dukane Corp.
FLEXI-MAT Typewriter Pads, Flexi-Mat Corp.
FLEXINDEX Expanding Card Indexes, Oxford Filing Supply Co.
FLEXI-POST Ledger Binders, Stationers Loose Leaf Co.
FLEXISHELF Cabinets, All Purpose Metal Equipment Corp.
FLEXISORT Punched Card Systems and Sorters, Superior Business Machines, Inc.
FLEXIT Finger Pads, M. T. Cole Co.
FLEXMASTER Drawing Table, Stacor Equipment Co.
FLEXO Adjustable Drafting Table and Desk Lamps, Art Specialty Co. and Flexo International Corp.
FLEX-O Imitation Leather, Wire-O Corp.
FLEXO Ribbons and Carbons, Waters and Waters Branch.
FLEXOLA Tube Paints, Binney & Smith, Inc.
FLEX-O-COIL Visual Display Binders, Chicago Desk Pad Co., Inc.
FLEXOGRAPH Stencil Duplicators, The Heyer Corp.
FLEXOLINE Visible Records, Acme Visible Records, Inc.
FLEXO-PINK Erasers, Eagle Pencil Co.
FLEX-SITE Visible Binders, Diebold, Inc.
FLEXOWRITER Automatic Typewriters, Commercial Controls Corp.
FLICK A LINE Copyholder, Franklin Table Co.
FLICKBAR Billfolds, Buxton, Inc.
FLICKER Speedball Pens, C. Howard Hunt Pen Co.
FLIGHT Air Mail Envelopes, The Lafayette Co.
FLIGHT LINE Filing Cabinets, Top Flight Products Co., Inc.
FLIGHT POST Airmail Paper, Lafayette Co.
FLIPADOR Cigarette Dispenser, Bert M. Morris Co.
FLIP-FILE Portable Album File, Joshua Meier Co., Inc.
FLIP-INDEX Acetate Indexes and Memos, Regal & Wade Mfg., Inc.
FLIP-IT Albums, Scrap Books, Regal & Wade Mfg., Inc.
FLIPIT Photo Album, Elbe File & Binder Co., Inc.
FLITE-WEIGHT Air Mail Envelopes, Northern States Envelope Co.
FLO-BALL Ball-Point Pens, Flo-Ball Pen Corp.
FLO-BRUSH Marking Pens, Mark-King Corp.
FLO-DRI Instant-Drying Colored Inks, Cushman & Denison Mfg. Co.
FLOFILM Microfilming Equipment, Diebold, Inc.
FLO-MASTER Fountain Brushes and Inks, Cushman & Denison Mfg. Co.
FLOOR GLOSS Liquid Wax, Barco Chemical Products Co.
FLOOR SAN Universal Cleaner, Huntington Laboratories, Inc.
FLO-PAQUE Opaque Marking Colors, Floquil Products, Inc.
FLOQUIL Fountain Brushes and Inks, Floquil Products, Inc.
FLORA Colored Pencils, Swan Pencil Co., Inc.
FLORAL Pencils, Blaisdell Pencil Co.
FLO-RITE Continuous Forms, Hamilton Autographic Register Co.
FLO-TEX Cuff Protectors, Florence Textile Products
FLO-TILT Chair Irons, Bassick Co.
FLOURETTE Lectern, Music and Picture Lamps, Van Dyke Div., General Lamps Mfg. Corp.
FLOW DESK Wood Desks, Indiana Desk Co.
FLUIDX Liquid Paste, The American Crayon Co.
FLUORESCENT FLEX Desk Lamps, General Lamps Mfg. Corp.
FLUOR-O-LAB Desk Lamps, Fluorescent Lighting Laboratories
FLUSH TOP Inkwells, Squires Inkwell Co.
FOAMITE Fire Extinguishers, American-LaFrance-Foamite Corp
FOAM-TEX Chair Cushions, Foam Rubber Fabricators, Inc.
FOAMTITE Adhesive, Cement, Industrial Latex Co.
FOAMWEIGHT Manifold Paper, The Lafayette Co., Inc.
FOILCRAFT Foil Paper, Craftint Mfg. Co.
FOLDAWAY Folding Aluminum Tables, All-Luminum Products
FOLDING-FIFTIES Folding Chairs, American Seating Co.
FOLDING-SIXTIES Folding Chairs, American Seating Co.
FOLD-IT Office Machine Covers, Finke Mfg. Co.
FOLD-O-MATIC Folding Machine, Print-O-Matic Co., Inc.
FOLIO Underarm Cases, Winfield Mfg. Co.
FOLLETT Time Stamps and Recorders, Follett Time Recording Co.
FONEDEX Telephone Number Books, Finch & McCullough
FONE-FLIP Telephone Box, Regal & Wade Mfg., Inc.
FOOT-EEZ Standing Mats, American Floor Products Co.
FORCE Numbering and Dating Machines, Wm. A. Force & Co., Inc.
FOREMOST Bookkeeping Machines, Remington Rand Inc.
FORGET-ME-NOT Pencils, Richard Best Pencil Co.
FORMALINER Aligner for Business Machines, Moore Business Forms, Inc.
FORM-CUT Stencils, Multistamp Co., Inc.
FORM FLOW Autographic Registers, Standard Register Co.
FORMICA Desk and Table Tops, The Formica Co.
FORM-MASTER Payroll Systems, The Todd Co., Inc.
FORM-PRINT Stencils, Niagara Duplicator Co.
FORM-SET Snapout and One-Time Carbon Forms, Vue-Fax Corp.
FORMVELOPE Order Blank-Envelope Combination, Tension Envelope Corp.
FORMWELL Modeling Clay, The American Crayon Co.
FORT MASSAC Folding Chairs, The Fort Massac Chair Co.
FORT STEUBEN Steel Shelving, Fort Steuben Metal Products Co.
FORTNITER Wardrobe Cases, Warren Leather Goods Co.
FORTRESS Metal Desks, Files, Steel Furniture Mfg. Co.
FORTUNA Thin-Lead Colored Pencils, Swan Pencil Co., Inc.
FORUM Pencils, American Pencil Co.
FORWARD Typewriter Bond and Linen Ledger, L. L. Brown Paper Co.
FOSTORIA LOCALITE Desk Lamps, Fostoria Pressed Steel Corp.
FOTO-FAX Record Book, McMillan Book Co.
FOTO-FLO Photocopy Machines, The Haloid Co.
FOTOFOLIO Photograph Folios, E. E. Miles Co.
FOTORECORD County Record Binders, Wilson Jones Co.
FOUNTAIN MOISTENER Stamp Moisteners, Bert M. Morris Co.
FOUNTNBRUSH Fountain Brushes, Cushman & Denison Co.
FOUNT-O-INK Desk Pen Sets, Gregory Fount-O-Ink Co.
FOUR HUNDRED Steel Pens, Eagle Pencil Co.
FOUR STAR Typewriter Papers, Southworth Co.
FOUR STAR Marking Inks, Cushman & Denison Mfg. Co.
FOUR COLOR Pencils, National Pencil Co.
FOX Office Specialties, George E. Fox & Co., Inc.
FRANKLIN Dictionary Stands, Franklin Table Co.
FRANKLIN Hand Trucks, Steel Shelving, Bernard Franklin Co., Inc.
FRANKLIN Office Accessories, Franklin Metal Products Co.
FRANKLIN Post Binders, Elbe File & Binder Co., Inc.
FRANKLIN Ribbons and Carbons, Franklin Ribbon & Carbon Co., Inc.
FRANKLIN SIGNET Embossers, Franklin Mfg. Corp.
FRATERNITY Notebook Covers, National Blank Book Co.
FREART Colored Chalk Crayons, American Crayon Co.
FREE HAND Rubber Phone Holders, Superior Household Mfg. Co.
FREE-FLO India Ink Pen, Time Saving Specialties
FREE-HAND Binders, Free Hand Binder Co.
FRE-FLO Inks, Crescent Products Co.
FRENCH FOLD Billfolds, Buxton, Inc.
FRESCOL Dry Colors, Binney & Smith, Inc.
FRESH'ND AIRE Fans and Humidifiers, Fresh'nd Aire Co.
FRIDEN Calculating Machines, Friden Calculating Machine Co., Inc.
FRIEND O'MINE Desk Calendar Pads, L. Middleditch Co.
FRIENDS Handy Record Books, Finch & McCullough
FRIGIDAIRE Water Coolers, Frigidaire Div., General Motors Corp.
FRITZ-CROSS Steel Posture Chairs, Fritz-Cross Co.
FRONT OFFICE Wood Desk Trays, Sell Corp.
FUL-KLEEN Daters, Fulton Marking Equipment Co.
FULL WEEKER Luggage, Charles Doppelt & Co., Inc.
FULTON Bond Boxes, Patent Novelty Co.
FULTON Drawing Tables, Keuffel & Esser Co.
FULTON Stamp Pads, Inks and Marking Devices, Fulton Marking Equipment Co.
FUL-VU Binders and Albums, Cooks', Inc.
FUTURA Filing Cabinets and Cash Boxes, Art Steel Sales Corp.
FUTURA Lamps, Faries Div., General Lamps Mfg. Corp.
FUTURA Pencils, Richard Best Pencil Co., Inc.
FUTURADEX Filing System, Koller & Smith Co., Inc.
FUTURAMIC Steel Office Furniture, Futuramic Steel Products Corp.
FUTURISTIC FIVE STAR Platens, Ames Supply Co.
FUTURLITER Fluorescent Light Fixtures, The Edwin F. Guth Co.
FUTURONIC Wood Office Furniture, Morval Corp.
FYBRGLASS Eraser Refills, The Eraser Co., Inc.
FYNE LYNE VAPORITE Marking Pens, Brushmakers, Inc.

G

G-B Colored Pencils, The American Crayon Co.
G.B.C. Binding and Punching Machines, General Binding Corp.
G-C Furniture Polish and Cement, General Cement Mfg. Co.
G-E Fans and Air Conditioning Units, General Electric Co.
G-F Office Furniture, The General Fireproofing Co.
G-W Office Furniture and Filing Supplies, The Globe-Wernicke Co.
GABE Typewriter Brushes, Gabe Mfg. Corp.
GALE MOUNTAINAIRE Air Conditioners, Pleasantaire Corp.
GANTT Chart Sheets, Codex Book Co., Inc.
GARDNER Lockers, Storage and Radiator Cabinets, Gardner Mfg. Co.
GARLAND Fountain Pens, Waterman Pen Co., Inc.
GARLAND Wood Office Furniture, Garland Furniture Co.
GARNET Duplicator Supplies, Acme Stencil Co.
GARRISON Binders, Elbe File & Binder Co., Inc.
GARVEY Stencil Brushes and Shipping Room Supplies, Garvey Fountain Brush & Ink Co.
GATHERMATIC Electric Collator, Thomas Collators, Inc.
GAUNT'S Index Guide Labels, Gaunt Industries
GAY 90's Albums, Amberg File & Index Co., Inc.
GAYETY Pencils, Joseph Dixon Crucible Co.
GAYLO Paste, Gaylord Bros.
GAZETTE Pencils, National Pencil Co.
GEHA Stencil Duplicator, Milo Harding Co.
GELACOPY Hectograph Ribbons, Buckeye Ribbon & Carbon Co.
GEM Adding Machines, Gem Adding Machine Co.
GEM Crayons, Joseph Dixon Crucible Co.
GEM Desk Calendars, Defiance Calendar Co.
GEM Paper Clips, Noesting Pin Ticket Co., Inc.
GEM Paper Clips, Oakville Co.
GEM Pencil Sharpeners, Apsco Products, Inc.
GEM Pin Tickets, Dancyger Mfg. Co.
GEM Postal Scales, Triner Scale & Mfg. Co.
GEM Postcard Stencil Duplicators, Bond Equipment Co.
GEM Ribbons, Carbons, and Duplicating Supplies, American Stencil Mfg. Co.
GEM Rubber Erasers and Crayons, Joseph Dixon Crucible Co.
GEM Ticket Punch, J. L. Galef & Son, Inc.
GEM Time Stamps, Consolidated Stamp Mfg. Co., Inc.
GEM Wax Crayons, Joseph Dixon Crucible Co.
GENCO Dustless Chalk, National Crayon Co.
GENERAL Clips, Punches, Imperial Fastener Co.
GENERAL Desk Lamps, General Lamps Mfg. Corp.
GENERAL Library Paste, Thaddeus Davids Ink Co., Inc.
GENERAL Mechanical Bindings, General Binding Corp.
GENERAL Staple Removers, Imperial Fastener Co.
GENERAL ELECTRIC Fans and Air Conditioners, General Electric Co.
GENERALAIRE Metal Desks, General Fireproofing Co.
GENEVA Sectional Post Binders, A. E. Boyce Co.
GENIAL HOST Refrigerator Bars, Tri Boro Enterprises, Inc.
GENIE HANDIPAINT Brushless Paint, Binney & Smith, Inc.
GENT-L-AIRE Desk Fan, Lucas Mfg. Co.
GEORGIA Sectional Post Binders, A. E. Boyce Co.
GEORGIAN Wood Office Furniture, Hoosier Desk Co.
GERELMA Drawing Pads, Nobema Products Corp.
GESTETNER Stencil Duplicators, Trimming Boards, Gestetner Duplicator Corp.
GHOST GLOVE Skin Protection Cream, The Heyer Corp.
GIANT Box Letter Files, Weis Mfg. Co.
GIANT Daily Wall Calendars, Finch & McCullough
GIANT Lumber Marking Crayons, St. Louis Crayon & Handle Co.
GIANT Mucilage, Diamond Ink & Adhesive Co.
GIANT Pencil Sharpeners, Apsco Products, Inc.
GIANT DANDY Paper Clips, Noesting Pin Ticket Co., Inc.
GIANT GEM Paper Clips, Noesting Pin Ticket Co., Inc.
GIANT MARCEL Paper Clips, Noesting Pin Ticket Co., Inc.
GIBRALTAR Onionskin, Millers Falls Paper Co.
GIBRALTAR Safes, Guardsman-Valentine, Inc.
GIBRALTAR Smoking Stands, Gibraltar Mfg. Co., Inc.
GIBSON Greeting Cards, Gibson Art Co.
GIBSON Marking Devices, A. C. Gibson Co., Inc.

GIBSON'S Business Forms, C. R. Gibson & Co.
GIFT CRAFT Desk Pads and Desk Sets, Gift Craft Leather Co.
GILBERT Onionskin and Ledger Papers, Gilbert Paper Co.
GILPAKO Opaque Bond Papers, Gilbert Paper Co.
GILSON Slide Rules, Gilson Slide Rule Co.
GITS-NIFE Pocket Knives, Gits Molding Corp.
GLACIER Air Circulators, Attic Fans, Window Fans, A. Mandel & Co., Inc.
GLAD PAK Luggage, Warren Leather Goods Co.
GLADIATOR Colored Pencils, J. S. Staedtler, Inc.
GLADSTONE Onionskin Paper, Commercial Paper Co.
GLARO Costumers and Smokers, Glaro Machine Products Co., Inc.
GLAS STOP Desk Top Stripping, Sajnberg & Co., Inc.
GLASKRAFT Waterproof Strapping Tape, Gummed Tape & Devices Co.
GLAS-O-GRAPH Marking Pencils, Eberhard Faber Pencil Co.
GLASSMARX Marking Crayons, Walbuck Crayon Co.
GLASTRIP Desk Top Stripping, Banov-Bernsley & Co.
GLENMAR Notebooks, Tablets and Pads, Kurtz Bros.
GLIDE-O-FOLDERS Hanging Folders, Guide System & Supply Co.
GLIDE-O-LIFT Typewriter Desk, Dorset Steel Equipment Co.
GLIDE-ON Paper Clips, Noesting Pin Ticket Co., Inc.
GLIDER Desk Lamps, Faries Div.
GLIDER Onionskin Papers and Airmail Envelopes, Lafayette Co., Inc.
GLIDER Staplers, Ace Fastener Corp.
GLIDER Steel and Silver Steel Pens, Eagle Pencil Co.
GLIDER FILE Filing Cabinets, Browne-Morse Co.
GLIDEX Telephone Bracket, Glidex Corp.
GLIDO Roll-Top Cabinets, Art Steel Sales Corp.
GLOBE Binders, The Federbush Co., Inc.
GLOBE Clip Boards, The Globe-Wernicke Co.
GLOBE Pencils, American Pencil Co.
GLOBE Steel Pens, C. Howard Hunt Pen Co.
GLOBE ART Steel Desks and Files, The Globe-Wernicke Co.
GLOBE FLUROLUME Fluorescent Desk Lamps, Globe Lighting Products Co.
GLOBE-TROTTER Hectograph Pencils, J. S. Staedtler, Inc.
GLOBE UNION Paper Perforators, Globe-Wernicke Co.
GLOBE-WERNICKE Bookcases and Visible Record Equipment, Globe-Wernicke Co.
GLORIA Linen Papers, Eaton Paper Corp.
GLOSS Carbon Papers, A. P. Little, Inc.
GLOY Paste, John J. Ward, Inc.
GLU-ALL Adhesives, Milton Bradley Co.
GLUE-FAST Label Moisteners and Glue Spreaders, Glue-Fast Equipment Co., Inc.
GLUEY Paste, Commercial Paste Co.
GLU-PEN Dispenser for Glue in Pencil Form, Glu-Pen Corp.
GLYCO-MASTER Deodorizer, Columbia Chemical Co., Inc.
GLYD-LOC Expanding Files, Wallets, Smead Mfg. Co., Inc.
GODDESS Pencils, General Pencil Co.
GOES Record Books, Lithographed Blanks and Bonds, Goes Lithographing Co.
GOLD BOND Bags and Catalog Cases, A. Galewski & Sons, Inc.
GOLD CLIP Ash Tray, Quigley Co.
GOLD CREST Ribbons and Carbons, Ames Supply Co.
GOLD CUP Ash Tray, Quigley Co.
GOLD FIBRE Tablets and Pads, American Pad & Paper Co.
GOLD LABEL Impression Paper, A. B. Dick Co.
GOLD LABEL Pencils, Koh-I-Noor Pencil Co., Inc.
GOLD MEDAL Art Products, Binney & Smith, Inc.
GOLD MEDAL Fountain Pens and Pencils, C. E. Barrett & Co.
GOLD MEDAL Ribbons and Carbons, John Underwood & Co.
GOLD MEDAL Stencils, Ribbons and Carbons, Stenno Ribbon & Carbon Mfg. Co.
GOLD RUSH Cigarette Lighter Set, Quigley Co.
GOLD SABRE Pencils, Wallace Pencil Co.
GOLD SEAL Drawing Instruments, Chas. Bruning Co., Inc.
GOLD SEAL Ribbons and Carbons, A. P. Little, Inc.
GOLD STANDARD Carbon Papers, Waters and Waters Branch
GOLD STRIPE Brushes, Pittsburgh Plate Glass Co.
GOLDEN Filing Cabinets, Metalstand Co.
GOLDEN GATE Receipts, Notes and Drafts, Boorum & Pease Co.
GOLDEN KRAFT Folders, Shaw-Walker Co.
GOLDEN TONE Staples, Wilson Jones Co.
GOLF Pencils, American Pencil Co.
GOLF-METER Pencils, Ritepoint Co.
GOODBODY Envelopes, Wm. Goodbody Envelope Co.
GOODFORM Aluminum Posture Chairs, The General Fireproofing Co.
GOODFORM Beechwood Hangers, Hincher Mfg. Co.
GOODYEAR Office Adhesives and Rubber Desk Tops, The Goodyear Tire & Rubber Co,. Inc.
GOODYEAR Rubber Erasers, The Rosenthal Co.
GOPHER Brief Covers and School Wallets, Smead Mfg. Co., Inc.
GOSSAMER Carbon Papers, The Carter's Ink Co.
GOTHAM Marking Crayons, Binney & Smith, Inc.
GOTHIC Chalks, Crayons and Water Colors, Art Crayon Co., Inc.
GRADE A Inked Ribbons, Phillips Ribbon & Carbon Co., Inc.
GRADE 40 Inked Ribbons, Phillips Ribbon & Carbon Co., Inc.
GRAFFCO Index Tabs and Signals, Paper Clips and Maptacks, George B. Graff Co.
GRAFIZE Powder Lubricant, Reardon Products
GRAINTEX Post Binders, Kay-Dee Co.
GRANATONE Duplicator Papers, Vari-Color Duplicator Co.
GRAND Canvas Sheet Holders, A. E. Boyce Co.
GRAND PRIZE Ribbons and Carbons, Pacific Carbon & Ribbon Mfg. Co.
GRAND RAPIDS Office Units, G. R. Products, Inc.
GRANITE Baggage Tags, J. L. May Co.
GRANITE Black Lead Pencils, Ruwe Pencil Co.
GRANITEX Loose Leaf Binders, Kay-Dee Co.
GRAPH-A-CATOR Graphite Lubricant, Panef Mfg. Co., Inc.
GRAPH-A-MATIC Visible Record Signals, Remington Rand Inc.
GRAPHIC Hectograph Duplicators and Supplies, Graphic Duplicator Co.
GRAPHIC Profit Finders, Graphic Calculator Co.
GRAPHIC Visual Control Boards, Graphic Systems
GRAPHIZE Lubricant, Reardon Products
GRAPHOTYPE Address Plate Embossing Machine, Addressograph-Multigraph Corp.
GRASS GREEN Colored Lead Pencils, American Pencil Co.
GRATELITE Light Diffuser, Edwin F. Guth Co.
GRAVES Printed Indexes, Hall & McChesney, Inc.
GRAY AUDOGRAPH Dictating Machine, Gray Mfg. Co.
GRAY PHONAUDOGRAPH Telephone Dictating System, Gray Mfg. Co.
GRAY TAPER-EDGE Typewriter Erasers, Weldon Roberts Rubber Co.
GRAYARC Ribbons and Carbons, Grayarc Co.
GRAYARC Tags, Labels and Moisteners, Grayarc Co.
GRAYHOUND Erasers, Weldon Roberts Rubber Co.
GRAYMILLS Office Machine Cleaning Agitators, Graymills Corp.
GRAYPOINT Erasers, Weldon Roberts Rubber Co.
GRAY-RITE Metal Office Furniture, Remington Rand Inc.
GRAYTONE Printing Calculators, Barrett Adding Machine Co.
GREAT LAKES Office Furniture, Great Lakes Furniture Co.
GREBCO Brief Cases, Portfolios, Green Bay Luggage Co.
GREEN Engraving Machines, Green Instrument Co., Inc.
GREEN CORE Gummed Paper Tapes, Mid-States Gummed Paper Co.
GREEN DUCK Advertising Novelties, Green Duck Metal Stamping Co.
GREEN GLOW Erasers, Weldon Roberts Rubber Co.
GREEN-EDGE Storage Files, Hedges Mfg. Co.
GREEN'S Bookkeeping Systems and Income Tax Records, Mill-Green Publishing Co.
GREENTINT Notebook Fillers, American Pad & Paper Co.
GREENTREE Personalized Christmas Cards, Greentree Publishers, Inc.
GREENWOOD Bookkeeping Systems and Income Tax Records, The Greenwood Co.
GREGORY FOUNT-O-INK Desk Sets, Gregory Fount-O-Ink Co.
GREYLOCK Bond Papers, L. L. Brown Paper Co.
GREYLOCK HINGED Ledger Paper, L. L. Brown Paper Co.
GREYTONE Envelopes, Nekoosa-Edwards Paper Co.
GRIF-HO Paper Towel and Toilet Tissue Dispensers, Griffith-Hope Co.
GRIFHOLD Knives and Lead Holders, Griffin Mfg. Co.
GRIP Binders, Clips, Cooke & Cobb Co.
GRIP-A-FONE Telephone Holders, Chicago Specialties Mfg. Co.
GRIP-A-TAB Tape Dispensers, Derby Sealers, Inc.
GRIPDEX Index Clips and Hangers, Atlas Stencil Files Corp.
GRIPIT Paper Clips, Oakville Co.
GRIPPIT Adhesives, Sanford Ink Co.
GRIPPO Storage Binders, Wilson Jones Co.
GRIP-R Tool Holder, Hobby Hill
GRIPSPREADER Mucilage, The Carter's Ink Co.
GRIPTEX Latex Cement, Adhesive Products Corp.
GRIPTITE Binders, Elbe File & Binder Co., Inc.
GRIPTITE String Ties, Rochester Wire-O Binding, Inc.
GRIPWELD Adhesives, Adhesive Products Corp.
GRISCOMBE MICRO-RECORD Microfilm Equipment, Griscombe Products, Inc.
GUARANTY BOND Carbon Papers, Miller-Bryant-Pierce
GUARDALL Combination Files, Art Steel Sales Corp.
GUARDETTE Ladies' Billfolds, Robinson Reminders
GUARDIAN Bond Papers, Crocker-McElwain Co.
GUARDIAN Fountain Pens, Waterman Pen Co., Inc.
GUARDIAN Ribbons and Carbons, The Carter's Ink Co.
GUARDIAN Safes, Diebold, Inc.
GUARD-IT Billfolds, Robinson Reminders
GUARDSMAN Ash Trays, Seymour Conover Co.
GUARDSMAN Desk Lamps, Faries Div.
GUARDSMAN Safes and Money Chests, Guardsman-Valentine, Inc.
GUARDSMAN Utility Box, Merriam Mfg. Co.
GUARDSMAN Watchmens Clock, Detex Watchclock Corp.
GUCO Pocket Rules, Guedon Co.
GUIDE-O-FILE Deskside Files, Guide System & Supply Co.
GUIDE-O-FOLDER Hanging Folders, Guide System & Supply Co.
GUIDE-O-FRAME Hanging Folder Frames, Guide System & Supply Co.
GUIDE-O-TRAY Drawer Files, Guide System & Supply Co.
GUIDE-RITE Filing Systems, Sell Corp.
GUILD Office Supplies, Stationers Guild of America
GUILDHALL Upholstery Leather, Eagle-Ottawa Leather Co.
GULL Ribbons and Carbons, Mittag & Volger, Inc.
GULLIVER Luggage, Stein Bros. Mfg. Co.
GUMCRAFT Gummed Tapes, Gummed Tape & Devices Co.
GUMMI Paste, Levison & Blythe Mfg. Co.
GUNK Typewriter Cleaning Solvent, The Curran Corp.
GUSSCO Filing Supplies, Guide System & Supply Co.
GUTH Fluorescent Lighting Fixtures, Edwin F. Guth Co.
GUTHFAN Air Circulators, Edwin F. Guth Co.
GUTHLITE Fluorescent Fixtures, Edwin F. Guth Co.
GWENLY Photocopy Equipment, Gwenly Corp.
GYPSY Pencils, Reliance Pencil Corp.
GYRAL Steno Notebooks, Eastern Tablet Corp.

H

H Rubber Erasers, Koh-I-Noor Pencil Co., Inc.
H-F Bordered Blanks, Holiday Stationery, Heinicke-Fiegel Lithographing Co.
H. H. COLLINS Ink Eradicator, Collins-Benton Co., Inc.
HHM Certified Safes, Herring-Hall-Marvin Safe Co.
H & M County Records and Minute Books, Hall & McChesney, Inc.
H-O-N Aluminum Card Files, The H-O-N Co.
HRH Spring Back Binders, H. R. Huntting Co., Inc.
H.V.R. Vertical Visible Filing Systems, Charles R. Hadley Co.
HADINOOR Pencil Sharpeners, Nobema Products Corp.
HADLEY Posting Trays and Binders, Charles R. Hadley Co.
HAGSTROM Maps, Hagstrom Co.
HALDA Typewriters, Facit, Inc.
HALE Bookcases, F. E. Hale Mfg. Co.
HALF HOURLY Appointment Diaries, Standard Diary Co.
HALF MOON Pencils and Colored Checking Pencils, J. S. Staedtler, Inc.
HALL Monthly Diaries, The J. C. Hall Co.
HALLOWELL Shop Stools, Standard Pressed Steel Co.
HALOID RECORD Photocopy Papers, Haloid Co.
HALOID-RECTIGRAPH Photocopy Chemicals, Haloid Co.
HAMILTON Autographic Registers and Supplies, Hamilton Autographic Register Co.
HAMILTON Casters and Trucks, Hamilton Caster & Mfg. Co.
HAMILTON Drafting Tables and Library Furniture, Hamilton Mfg. Co.
HAMILTON Fountain Pens and Pencils, Hamilton Pen Co.
HAMILTON Office Chairs, Hamilton Mfg. Corp.
HAMILTON Personal Files, Cash and Bond Boxes, Hamilton Metal Products Co.
HAMILTON Postal Scales, Hamilton Specialties, Inc.
HAMILTON Safes, Herring-Hall-Marvin Safe Co.
HAMMERMILL Bond Papers, Hammermill Paper Co.
HAMMERMILL-ESCO Paper Roll Specialties and Index Cards, Eastern Specialties Co., Inc.
HAMMETT'S Blackboards, J. L. Hammett Co.
HAMMOND Electric Clocks, Hammond Instrument Co.
HAMMOND Maps and Atlases, C. S. Hammond & Co.
HAMPDEN Thumb Tacks, Paper Fasteners, Map Tacks and Picture Hooks, Hampden Mfg. Co., Inc.
HAMPDEN Trimming Board, Milton Bradley Co.
HAND TALLY Counters, J. L. Galef & Son
HANDCRAFT DECKLE Boxed Writing Papers, White & Wyckoff Mfg. Co.
HANDEE Coin Changer, Coinometer Corp.
HANDEE-MARKER Marking Pen, Jet Mfg. Co., Inc.
HANDEPOSIT Steel Security Boxes, Salsbury Corp.
HANDI Steel Pins, Oakville Co.
HANDI-CLIP Staplers, Markwell Mfg. Co., Inc.
HANDIFAX Visible Record Systems, Ross-Gould Co.
HANDIFILE Desk Tickler File, Wilson Jones Co.
HANDI-GRIP Paper Clips, Oakville Co.
HANDIGUIDE Index and Recipe Files, Warshaw Mfg. Co., Inc.
HANDI-HINGE Transparent Specialties, Handi-Hinge
HANDI-KUTTER Razor Knife, Kenworth Mfg. Co.
HANDI-LITE Clip-on Lamps, Star Loose Leaf Co., Inc.
HANDIMASTER Office Machine Brushes, Brushmakers, Inc.
HANDIPAK Portable Autographic Registers, The Egry Register Co.
HANDIPAK Stationery, Rockmont Envelope Co.
HANDI-PEN Desk Pen Sets, Sengbusch Self-Closing Inkstand Co.

HANDI-PINS Steel Pins, Oakville Co.
HANDI-RAK Wardrobe Racks, Tubecrafters Sales Division
HANDIROL Mending Tapes, Gummed Tape & Devices Co.
HANDISCOPE Magnifier, Buhl Optical Co.
HANDISTAND Typewriter Stands, The Harter Corp.
HANDI-VUE Transparent Specialties, Handi-Hinge
HANDSPUN FABRIS Boxed Writing Papers, White & Wyckoff Mfg. Co.
HANDY Aluminum Clipboards and Binder Clips, Metal Products Engineering, Inc.
HANDY Boxed Papers and Envelopes, Hano Paper Co., Inc.
HANDY Desk Accessories, Bainbridge, Kimpton & Haupt, Inc.
HANDY Desk Calendars, Ever Ready Calendar Mfg. Co.
HANDY Desk Files, Josephson Mfg. Co.
HANDY Expense Books, Garrett & Massie, Inc.
HANDY Hand Trucks, Reardon Products
HANDY Weekly Memo Calendar, Finch & McCullough
HANDY A Fountain Stencil Brush, Ideal Stencil Machine Co.
HANDY BOY Insurance Cases, Winfield Mfg. Co.
HANDY PAK Index Tabbing, G. J. Aigner Co.
HANDY POCKETTE Shirt Pocket Protector, A. G. Mayer, Inc.
HANDY-HYPO Adaptors for Grease Tubes, Gaunt Industries
HANDY-LENS Magnifying Glasses, R. M. Holliday Corp.
HANDY ROLL Gummed Tapes and Labels, Salsbury Corp.
HANDY-ROLL Mending Tape, Seymour Conover Co.
HANDYSET One-Time Carbon Forms, Baltimore Salesbook Co.
HANG-A-FILE Hanging Folder Metal Files, Louis H. Farber Co.
HANO Clasp Envelopes, Hano Paper Co., Inc.
HANO Forms and Registers, Philip Hano Co.
HANSCO Marking Devices, The C. H. Hanson Co.
HANSCO Tackers and Staplers, A. L. Hansen Mfg. Co.
HANSON Postal Scales, Hanson Scale Co.
HARDBOARD Chair Mats and Clipboards, Hardboard Fabricators, Inc.
HARLICH Albums, Scrap Books, Address Books and Memo Books, Harlich Corp.
HARMLESS Pin Tickets, Noesting Pin Ticket Co., Inc.
HARPER Metal Filing Cabinets, Metalstand Co., Inc.
HART Stencil Duplicators, Hart Mfg. Co.
HARTER Posture Chairs and Stools, Harter Corp.
HARVEY Blueprint Equipment, P. & H. Sales Corp.
HARVEY'S Automobile Expense Book, Fred W. Harvey Co.
HASKELL OF PITTSBURGH Steel Desks and Tables, Haskell, Inc.
HATTER Wardrobe Racks, Vogel-Peterson Co.
HAUSERMAN Steel Office Partitions, E. F. Hauserman Co.
HAWK QUILL Steel Pens, C. Howard Hunt Pen Co.
HAWTHORNE Drawing Paper, Second Sheets, Processed Papers
HAZEL County Record Binders, Ernest Hazel, Jr.
HEATERETTE Portable Heater-Fan, Fresh'nd-Aire Co.
HECTACREAM Hand Cleansing Cream, Krayer Mfg. Co.
HECTAWAY Hand Cleansing Cream, Shallcross Co.
HECTOGRAPHIA Hectograph Trays, Hectographia Corp.
HECTOMASTERGRAPH Master Sets, The General Manifold & Printing Co.
HECTOWRITER Master Copy Electromatic Attachment, International Business Machines Corp.
HEDGES Files and Trays, Hedges Mfg. Co.
HEIRCO LOCATER Itinerary Record, Heirloom Co.
HEKTO Carbons, Ribbons, Ink Remover, Pencils, Heyer Corp.
HEKTOGRAPH Gelatin Duplicators, The Heyer Corp.
HELIKOIL Cord Coilers, Huff Co.
HELIOS Writing Fluids, Keuffel & Esser Co.
HELLER Staplers, Stitchers and Staples, Heller Co.
HELLER Store Display Fixtures, W. C. Heller & Co.
HELMSCENE Illuminated Pictures, Helms Products, Inc.
HE-MAN Ash Receivers, Bert M. Morris Co.
HENNUS Office Machine Covers, Hennus Co.
HERALD Mimeo Paper, Wansco Paper Products Co., Inc.
HERCOLITE Desk and Floor Lamps, Herco Art Mfg. Co.
HERCULES Baggage Tags, J. L. May Co.
HERCULES Ledgers, The C. E. Sheppard Co.
HERCULES Pocket Stamps, R. A. Stewart & Co., Inc.
HERCULES Price Books, Boorum & Pease Co.
HERCULES Punches, Wilson Jones Co.
HERCULES Safes, Insulated Files and Business Machine Stands, Meilink Steel Safe Co.
HERCULES Steel Type Holders, Acromark Co.
HERMES Drawing Tables and Pencils, F. Weber Co.
HERMES Typewriters, Paillard Products, Inc.
HERMETIC Typewriter Ribbons, Old Town Corporation
HESCO Duplicator Stencils, H. E. Smith Co.
HEVI-CHECK Colored Pencil, Eberhard Faber Pencil Co.
HEVI-WRITE Thick Lead Pencil, Eberhard Faber Pencil Co.
HEXAROUND Pencils, Eberhard Faber Pencil Co.
HEXCO Lucite Display Fixtures, Hecht Fixture Co.
HEXO-CLEANER Erasers, Weldon Roberts Rubber Co.
HEYER Duplicators, Addressers and Supplies, The Heyer Corp.
HIAWATHA Typewriter Papers, Envelopes, Second Sheets and Adding Machine Rolls, Wansco Paper Products Co., Inc.
HI-CLASS Adding Machine Rolls, Yankee Paper & Specialty Co.
HIEBERT Wood Desks, Tables and Bookcases, Hiebert's Cabinet & Fixture Co.
HIGGINS Inks and Adhesives, Higgins Ink Co., Inc.
HIGH MASTER High Base Chairs, Sturgis Posture Chair Co.
HIGH STANDARD High Base Chairs, Sturgis Posture Chair Co.
HIGH-ART Illustration Board, National Card, Mat & Board Co.
HIGHBOY Waste Receptacles, F. H. Lawson Co.
HIGHLANDER Smoking Stands, Campbell Products Co.
HI-GRADE Drawing Pencils, Reliance Pencil Corp.
HI-GRADE Wire Bound Memos, Music Books and Steno Books, Rubin's Corp.
HI-HAT Silver-Colored Typewriter Ribbons, Phillips Process Co., Inc.
HI-INSERT Fibre File Folders, Wabash Filing Supplies, Inc.
HILCO Daters, R. A. Stewart & Co., Inc.
HILCO Stencil Duplicators, Technygraph Co.
HILD Floor Polishing, Scrubbing and Vacuum Machines, Hild Floor Machine Co.
HILLS Foreign Language Dictionaries, David McKay Co.
HILLSIDE Steel Filing Cabinets, Hillside Metal Products, Inc.
HI-LO Posting Stands, Le Febure Corp.
HI-LO Typewriter Stands, Metalstand Co., Inc.
HI-LO-TILT Tables, Auburn Heights Mfg. Co.
HI-LOW Drawing Stands, Wels Mfg. Co.
HINSDILL'S Perforated Scratch Pads, Boorum & Pease Co.
HIRES Electric Water Coolers, The Charles E. Hires Co., Inc.
HIRSHLINE Steel Shelving, Bins, S. A. Hirsh Mfg. Co.
HIS GRACE Fountain Pen Desk Sets, Union Pencil Co., Inc.
HI-SPEED Addressing Machines and Supplies, National Address Plate Co.
HI-SPEED Coin Changers, J. L. Galef & Son, Inc.
HI-SPEED Copy Paper, Ditto, Inc.
HI-SPEED Rulers, George B. Graff Co.
HI-SPEED Staples, Staplex Co.
HISTOMAP Map Charts, Rand McNally & Co.
HISTORICAL-PERFECTION Wall Calendars, Ft. Wayne Printing Co.
HITEST Hectograph Composition, Hectographia Corp.
HI-TEST Ribbons & Carbons, Old Town Corporation
HI-VERT Sorting Files, Steel Parts Mfg. Co.
HOBBS Motorists' Guide, Rand McNally & Co.
HOBBY PAL Utility Knives, Thompson Tool & Mfg. Co.
HOBBY-ART Numbered Oil Paint Sets, Morilla Co., Inc.
HODGMAN Rubber Bands, Desk Pads and Finger Tips, Hodgman Rubber Co.
HOFFMAN Card Index Cabinets, L. Hoffman
HOGG'S Contractors Wage Tables, Frank R. Walker Co.
HOGGSON BRAND Marking Devices, Hoggson & Pettis Mfg. Co.
HOLCOMB Janitor Supplies, The J. I. Holcomb Mfg. Co.
HOL-DEX Plastic Label Holder, Cel-U-Dex Corp.
HOLDFAST Adhesives, Scriptex Products Co., Inc.
HOLD-FAST Card and Label Holders, Hampden Mfg. Co., Inc.
HOLDFAST Drawer Suspensions, St. Louis Hardware Mfg. Co.
HOLD-RITE Clipboards, Rockwell-Barnes Co.
HOLDSALL Small Parts Cabinets, The General Fireproofing Co.
HOLD-THE-PHONE Telephone Holders, Bainbridge, Kimpton & Haupt, Inc.
HOLD-TITE Card and Ticket Holders, Hampden Mfg. Co., Inc.
HOLDTU Pastes, American Crayon Co.
HOLDZIT Card and Ticket Holders, Hampden Mfg. Co., Inc.
HOLE-IN-ONE Golf Pencils, Reliance Pencil Corp.
HOLIDAY Lamps, General Lamps Mfg. Corp.
HOLLAND Drawing Sets, J. L. Galef & Son, Inc.
HOLLYWOOD Refrigerated Furniture, Springer Industries, Inc.
HOLZ-EM Wax Applier, American Standard Mfg. Co.
HOMADOR Wood Smoker Cabinets, Smokador Mfg. Co., Inc.
HOME FILES Expanding Household Budget Files, Josephson Mfg. Corp.
HOME LAUNDRY Laundry Marking Pen, Samuel Taubman & Co.
HOMEGUARD Plastic Safes, Protectall Safe Corp.
HOME SECRETARY Typewriter Desk-File, Herring-Hall-Marvin Safe Co.
HOME-O-NIZE Card Index Files, The H-O-N Co.
HOMESPUN Boxed Writing Papers, White & Wyckoff Mfg. Co.
HOME-TIES Package and Parcel Post Twine, January & Wood Co.
HOOSIER Office Furniture, Hoosier Desk Co.
HORIZON Black Lead Pencils, Ruwe Pencil Co.
HORN Desk Files, Albums and Scrap Books, W. C. Horn Bro. & Co.
HOSTESS Steel Folding Chairs, Tables, Trucks, Brewer-Titchner Corp.
HOTCHKISS Staplers and Tackers, E. H. Hotchkiss Co.
HOURLY Daily Memo Desk Calendars, Finch & McCullough
HOURMASTER Time Computers, The Hourmaster
HOUSEHOLD HELPER Envelopes, Writing Paper, Rockmont Envelope Co.
HOWARD Dustless Dust Cloths and Mops, Howard Dustless Duster Co.
HOWARD Fans and Heater-Fans, Howard Industries, Inc.
HOWARD Gold Stamping Machines, Peter J. Hahn & Sons Co.
HOWARD Storage Cabinets, Howard Mfg. Co.
HOWE Folding Chairs, Tables, Howe Folding Furniture, Inc.
HOWE Scales and Trucks, Howe Scale Co.
HUB Post Binders, A. E. Martell Co.
HUB Typewriter Ribbons, F. S. Webster Co.
HUDSON Drawing Tables, Keuffel & Esser Co.
HUDSON Manifold Paper, L. Hyman & Sons
HUMMEL-BRUSH Moisteners and Sealers, A. C. Hummel Co.
HUMMER Paper Punches, Wilson Jones Co.
HUNT Pens and Penholders, C. Howard Hunt Pen Co.
HUNTINGTON Upholstered Furniture, Huntington Chair Corporation
HUNTOLENE Floor Dressing, Huntington Laboratories, Inc.
HUNTTING Lock-Spring Binders, The H. R. Huntting Co.
HURLEY Terrazzo Seal, Huntington Laboratories, Inc.
HURON Bond and Carbon Papers, Port Huron Sulphite & Paper Co.
HURON COPYSETTE Interleaved Sets, Port Huron Sulphite & Paper Co.
HURON SILVERWING Bond Papers, Port Huron Sulphite & Paper Co.
HURONETTE Plate-Finish Papers, Port Huron Sulphite & Paper Co.
HURRICANE Electric Hand Dryer, Michael Electric Co., Inc.
HUSH-A-PHONE Telephone Silencers, Hush-A-Phone Corp.
HUTCH-CLUTCH Pencils, Hutcheon Brothers
HUTCHEON Combination Pen-Pencils, Hutcheon Brothers
HYDRAWLIK Fountain Moisteners, The Hydrawlik Co.
HYDROPLATE Blackboard Panels, Weber Costello Co.
HYGEIA Paper Drinking Cups, Dispensers, Herz Mfg. Corp.
HYGIEIA Blackboard Chalks and Erasers, American Crayon Co.
HYGRADE Adding Machine Rolls and Air Mail Envelopes, L. Hyman & Sons
HYGRADE Daters and Numberers, Consolidated Stamp Mfg. Co., Inc.
HYMARK Mimeo and Typewriter Papers, L. Hyman & Sons
HYNES Electric Carbon Paper, Hynes Mfg. Co.
HYPOINT Carbon Papers, Manifold Supplies Co.
HYPO-JR. Pen Type Oiler, Gaunt Industries
HYPO-LUB Greaser, Gaunt Industries
HYPO-OILER Oilers, Gaunt Industries
HY-SPEED Stenographic Pencils, Wallace Pencil Co.

I

IBM Business Machines, International Business Machines Corp
IDL Postal Scales, Binder Clips, and Office Specialties, IDL Mfg. & Sales Corp.
I-EZE Portable Lamps, Artistic Lamp Mfg. Co., Inc.
ILC Fluorescent Desk Lamps, Industrial Lamp Corp.
I-P Loose Leaf Supplies, Wilson Jones Co.
IXL Interest Tables, The Twentieth Century Co.
IBIS Pencils, Wallace Pencil Co.
IDEAL B M Binders, Wilson Jones Co.
IDEAL Book Covers, American School Service Co.
IDEAL Clips and Clamps, Vail Mfg. Co.
IDEAL Dictionary Stands, Ideal School Supply Co.
IDEAL Dry Stamp Pads, Voiger Mfg. Co.
IDEAL Electric Blowers, Cleaners and Engraving Tools, Ideal Industries, Inc.
IDEAL Folding Chairs, Clarin Mfg. Co.
IDEAL Fountain Stencil Brushes, Universal Fountain Brush Co.
IDEAL Hectograph Duplicators, Heyer Corp.
IDEAL Indexes, Shaw-Walker Co.
IDEAL Mail Tables, Pitney-Bowes, Inc.
IDEAL Modular Furniture, School Tables, Ideal School Supply Co.
IDEAL Office Machine Stands, The Sherman-Manson Div.
IDEAL Paper Clips, Noesting Pin Ticket Co., Inc.
IDEAL Pencil Sharpeners, Apsco Products, Inc.
IDEAL Photo Albums, Scrap Books and Stenographers' Notebooks, J. L. Hanson Co.
IDEAL Record Books for Dry Cleaners, Ideal Publishers
IDEAL Sanitary Moisteners, Sengbusch Self-Closing Inkstand Co.
IDEAL Scales, Triner Scale & Mfg. Co.
IDEAL Scrap Books and Invoice Books, Wilson Jones Co.
IDEAL Scratch Pads, American Pad & Paper Co.
IDEAL Staple Removers, IDL Mfg. & Sales Corp.
IDEAL Stencil Machines and Supplies, Ideal Stencil Machine Co.
IDEAL Steno Notebook Holders, J. L. Hanson Co.
IDEAL Straightedges and T-Squares, Mayline Co., Inc.
IDEAL Transfer Cases, The Globe-Wernicke Co.
IDEAL Typewriter Ribbons, The Carter's Ink Co.
IDEAL Window Ventilators, Ideal Ventilator Co.

◄ SEE PAGES 4 TO 21 FOR ADDRESSES OF MANUFACTURERS AND SUPPLIERS ►

IDEAL ADJUSTO Utility Table, Sherman-Manson Div.
IDEAL SUPREME Folding Chairs, Clarin Mfg. Co.
IDEAL SYSTEM Bookkeeping Systems, Tax Records and Accounting Forms, The Ideal System Co.
IDENTIFIER Billfolds, Amity Leather Products Co.
ILLINOIS Cabinet Locks and Leg Levelers, Illinois Lock Co.
IMPCO Ribbons and Carbons, Spirit Master Units, Peerless-Imperial Co., Inc.
IMPERATOR Automatic Pencils, Alexander Mfg. Co.
IMPERATOR Colored Pencils, Richard Best Pencil Co., Inc.
IMPERIAL Adding Machine Rolls, Processed Papers
IMPERIAL Duplicator Stencils, Rex-Rotary Distributing Corp.
IMPERIAL Filing Supplies, Imperial Methods Co.
IMPERIAL Paper Clips, Vail Mfg. Co.
IMPERIAL Ribbons and Carbons, Spirit Master Units, Peerless-Imperial Co., Inc.
IMPERIAL Scratch Pads, American Pad & Paper Co.
IMPERIAL Steel Pens, C. Howard Hunt Pen Co.
IMPERIAL Tracing Cloth, Keuffel & Esser Co.
IMPERIAL Wood Office Furniture, Imperial Desk Co.
IMPOIL Penetrating Oil, Federal Mining & Mfg. Co.
IMPRESS Duplicating Inks, Stencils, Print-O-Matic Co., Inc.
IMPROVED DANN'S Blackboard Erasers, E. W. A. Rowles Co.
IMPROVED GEM Paper Clips, Noesting Pin Ticket Co., Inc.
IN-A-FLOOR Built-in Floor Safes, In-A-Floor Safe Co.
INANOUT In-and-Out Registers, The Heirloom Co.
INCA INK Ball Point Pens, Eversharp, Inc.
INDELIBA Typewriter Ribbons, A. P. Little, Inc.
INDELOGRAPH Copying Pencils, Reliance Pencil Corp.
INDEMNITY BOND Typewriter Papers, Rockwell-Barnes Co.
INDEPENDENCE School Supplies, Ennis Tag & Salesbook Co.
INDEPENDENT Pocket Stamps, R. A. Stewart & Co., Inc.
INDEPENDENT Stylograph Fountain Pens, J. Ullrich & Co.
INDESTRUCTO Price Book Covers, Boorum & Pease Co.
INDESTRUCTO Tags, J. L. May Co.
INDEX Pencils, American Pencil Co.
INDIA Oil Stones, Ames Supply Co.
INDIA Rubber Erasers, Weldon Roberts Rubber Co.
INDIAN Pencils, American Pencil Co.
INDIANA Cash Drawers and Cash Registers, Indiana Cash Drawer Co.
INDIANA Wood Office Furniture, Indiana Desk Co.
INDICATOR Carbon Papers, Allen & Co.
INDICATOR Maptacks, Thumb Tacks and Pin Tacks, Hampden Mfg. Co., Inc.
INDUSTRIAL Die Plate Daters, R. A. Stewart & Co., Inc.
INDUSTRIAL Mirrors, Sand Urns, F. H. Lawson Co.
INDUSTRIAL Pencils, Joseph Dixon Crucible Co.
INDUSTRIAL Typewriter Washers, Industrial Filter & Pump Mfg. Co.
IND-X-ALL Index Tabs, Cel-U-Dex Corp.
IND-X-MATIC Dictating Machine, Magnetic Recording Industries
INGENTO Trimming Boards, Ideal School Supply Co.
INK EAU Pencils, American Pencil Co.
INK FLOW Typewriter Ribbons, Phillips Process Co., Inc.
INKAWAY Hand Cleansing Cream, Shallcross Co.
INKIT Inks, W. I. Davids & Co.
INKIT MARKER Felt Nib Pen, W. I. Davids & Co.
INK-N-TROL Ball Pen, Universal Fountain Pen & Pencil Co.
INKOFF Ink Remover, Keuffel & Esser Co.
INKOGRAPH Ball Pens, Fountain Pens, Inkograph Products Div.
INKOGRAPH FLOATOMATIC Ink Pencil, Inkograph Products Div.
INK-O-MAT Brush Pen Inkwell, Speedry Products, Inc.
INK-OUT Ink Eradicators, Cardinell Corp.
INK-PEN-CIL Ball Pen, Fisher Pen Co.
INK-RID Ink Eradicators, C. H. Miller Co.
INKTEX Tracing Cloth, Frederick Post Co.
INK-X Ink Eradicator, Speedry Products, Inc.
INLINE PENCILS, Joseph Dixon Crucible Co.
INNERWEAVE Social Stationery, Montag Bros.
INSECTICIDER Electric Vaporizer, Columbia Chemical Co., Inc.
INSERT-O-MATIC Inserting Machine, Printing Devices, Inc.
INSITE Visible Record Equipment and Supplies, Acme Visible Records, Inc.
INSTAN-FORM Telescriber, TelAutograph Corp.
INSTANSEAL Air Mail Envelopes, Standard Envelope Mfg. Co.
INSTANT Magazine Binders, Elbe File & Binder Co., Inc.
INSTANT CONTACT Self-Adhesive Labels, J. L. May Co.
INSTANT DESK Typewriter Stands, Lennox Metal Mfg. Co., Inc.
INSTANT DRY Duplicating Inks, American Stencil Mfg. Co.
INSTANT SAFEGUARD Checkwriters, Safeguard Corp.
INSTANTABLE Typewriter Stands, Lennox Metal Mfg. Co., Inc.
INSTANTO Concentrated Inks, Crescent Products Co.
INSTANT-DRY Marking Inks, Speedry Products Co.
INTENSO Copying Pencils, Joseph Dixon Crucible Co.
INTERNATIONAL Autographic Registers, Tags and Salesbooks, International Tag & Salesbook Co.
INTERNATIONAL Business Machines, International Business Machines Corp.
INTERNATIONAL Payroll Machines, International Payroll Machine Co.
INTERNATIONAL Ribbons and Carbons, International Carbon & Ribbon Co., Inc.
INTERNATIONAL Tags and Labels, International Ticket Co.
INTERNATIONAL Typewriter Keys, Munson Supply Co.
INTERSTATE Pencils, Joseph Dixon Crucible Co.
INTROMAT Billing Machine, Paillard Products, Inc.
INVADER Colored, Drawing and Copying Pencils, Wallace Pencil Co.
INVINCIBLE Bulletin Boards, E. W. A. Rowles Co.
INVINCIBLE Carbon Papers, Ribbons and Duplicator Supplies, Remington Rand Inc.
INVINCIBLE Steel Office Furniture and Files, Invincible Metal Furniture Co.
IONIA Folding Chairs, Ionia Mfg. Co.
IRHOCO Marking Devices, Irwin-Hodson Co.
IRIS Loose Leaf Indexes, Cel-U-Dex Corp.
IRONBOUND Leather Portfolios, Lifton Mfg. Corp.
IRONCLAD Duplicators, The Beck Duplicator Corp.
ISCO Duplicator Inks, Ink Specialties Co., Inc.
ISLAND-AIRE Desks, Imperial Desk Co.
IT HAS MERIT Memo and Steno Books, School Supplies, Greg Sales Co., Inc.
ITEM Duplicating Inks, Starkey Chemical Process Co.
ITSCO Tags and Salesbooks, International Tag & Salesbook Co.
ITSTIX Gummed Tape and Labels, Nashua Package Sealing Div.
IVY Indelible Pencils, Eberhard Faber Pencil Co.

J

JCM Collating and Tipping Machines, J. Curry Mendes Corp.
JAC-A-DESK Typewriter Desk Shelf Supports, Gonco Mfg. Co.
JACKSON Binders, The Federbush Co., Inc.
JACKSON Desks, Jasper Office Furniture Co.
JACKSON Sectional Post Binders, Elbe File & Binder Co., Inc.
JAHMACO Daters, James H. Matthews & Co.
JANUS Pencils, Rubber Bands and Erasers, A. W. Faber-Castell Pencil Co., Inc.
JAQUES JR. Paper Cutters, Hobbs Mfg. Co.
JARRETT Type Cleaner, Martens Type Cleaner Co.
JAVELIN Pyramid Pin Packages, Union Pin Co.
JEFFERSON GRADE Index Cards, Oxford Filing Supply Co.
JENFRED WARE Desk Accessories, Richards Morgenthau & Co.
JENNINGS Post Binders, The Federbush Co., Inc.
JET Erasers, Weldon Roberts Rubber Co.
JET AGITOR Parts Cleaner, Graymills Corp.
JET 50 Desk Lamps, Mayfair Co.
JET 88 Fountain Brush Pens, Jet Mfg. Co., Inc.
JETLEAF Carbon Paper, Curtis-Young Corp.
JET-RITE Hectograph Carbons and Dupliforms, Old Town Corporation.
JEWEL Fountain Pens, John Holland Gold Pen Co.
JEWEL Ledger Binders, Wilson Jones Co.
JEWEL Moisteners, Lipton Mfg. Co., Inc.
JEWEL POINT Ball Pens, Fisher Pen Co.
JIC Liquid Paste, Crescent Products Co.
JIFFI-FOLD Letter Folder, Blankenhorn Co., Inc.
JIFFY Package Tapers, Sealing Tape and Labels, Package Ad & Sealer Co.
JIFFY Plastic Type Cleaner, Walter G. Gies Co.
JIFFY Small Parts Cabinets, Campro Sales Co.
JIFFY MAILER Postage Stamp Dispensers, Office Accessories Corp.
JIFFY SET Carbon Packs, Queen Ribbon & Carbon Co., Inc.
JOELI Safes, Joeli Safe Div.
JOG-A-SORTER Jogger-Sorter, Ditto, Inc.
JOHN BULL Chamois, Schroeder & Tremayne, Inc.
JOHN HANCOCK Ball Point Pen, Samuel Taubman & Co.
JOHN HOLLAND Pens and Pencils, John Holland Gold Pen Co.
JOHNSON Chairs, Johnson Chair Co.
JOHNSON Coin-Handling Devices, Johnson Fare Box Co.
JOHNSON Simplified Bookkeeping Systems, A. L. Johnson Co.
JOHNSTON Adding Machine, Johnston Adding Machine Co.
JOHNSTON'S "SNOW WHITE" Inks, Johnston's "Snow White" Products
JOSLIN Check Certifiers, A. D. Joslin Mfg. Co.
JOTTER Ball Point Pens, Parker Pen Co.
JOTTER Personal Memo Books, Lefax
JOYCE Flexible Spring Post Binders, Edward J. Joyce Filing Co.
JOYCE Rotary Card File, Joyce Record Systems, Inc.
JUCO Stylograph Fountain Pens, J. Ullrich & Co.
JUMBO Air Mail Envelopes, Standard Envelope Mfg. Co.
JUMBO Ash Trays, Sainberg & Co., Inc.
JUMBO Drawing Paper, Frederick Post Co.
JUMBO Electric Blowers and Cleaners, Ideal Industries, Inc.
JUMBO Lumber Crayons, Joseph Dixon Crucible Co.
JUMBO Paper Clips, Oakville Co.
JUMBO Photo Mounting Corners, Engel Art Corners Mfg. Co.
JUMBO Sleeve Protectors, Stationers Specialty Co.
JUMBO GEM Desk Calendars, Defiance Calendar Co.
JUMBO MARKER Marking Pen, Jet Mfg. Co., Inc.
JUNIER Telephone Muffler, F. R. Junier Associates
JUNIOR Ash Trays, Sainberg & Co., Inc.
JUNIOR Drawing Tables, Mayline Co., Inc.
JUNIOR Envelope Sealers, Standard Duplicating Machines Corp.
JUNIOR Numbering Machines, Bates Mfg. Co.
JUNIOR Pencil Sharpeners, Apsco Products, Inc.
JUNIOR EFFICIENCY Duplicators, The Heyer Corp.
JUNIOR EXECUTIVE Wood Letter Trays, Majestic Stationery Co.
JUNIOR JOTTER Notebooks, Lefax
JUNIOR SCHOOL Pencils, J. S. Staedtler, Inc.
JUSTICE Solid Post Binders, A. E. Boyce Co.
JUSTOWRITER Composing Machine, Commercial Controls Corp.
JUSTRITE Envelopes, Northern States Envelope Co.
JUSTRITE Rubber Stamps, Inks and Marking Equipment, Louis Melind Co.
JUTESTOK Expanding and Mailing Envelopes, National Fiberstok Envelope Co.

K

K+ Ribbons and Carbons, Franklin Ribbon & Carbon Co., Inc.
K-100 Retractable Ball Pen, Universal Fountain Pen & Pencil Co., Inc.
K & E Drawing Instruments, Keuffel & Esser Co.
K-M Brake Turntables and Lecterns, Kelley-Mennes Mfg. Co.
K-M Transparent Protectors and Specialties, Kingsbacher-Murohy Co
K.M.C. Duplicating Fluid, Blanket and Roller Cleaner, Krayer Mfg. Co.
K-O Fire Extinguishing Fluid, Federal Mining & Mfg Co.
K. & O. Metal Desk Sets, K. & O. Co., Inc.
K. & S. Filing Supplies, Koller & Smith Co., Inc.
K & T Date Books, National Blank Book Co.
KV6 Sheet Protectors, American Kleer-Vu Plastics, Inc.
KALAMAZET Binders, Remington Rand Inc.
KALAMAZOO Labels, Kalamazoo Label Co.
KALBER Truck Casters, Hamilton Caster & Mfg. Co.
KALISTRON Upholstering Material, Kalistron, Inc.
KALKOMETER Pocket Adding Machine, Tavella Sales Co.
KALLIN-KARD-FILE Business Card File, Rampe Mfg. Co.
KALMANACK Religious Calendars, Ft. Wayne Printing Co.
KAMKET Mechanical Bindings, Kamket Corp.
KANT SLIP Typewriter Pads, Keep Klean Products Co., Inc.
KANTKNOT Telephone and Appliance Cord Covers, Arthur Blank & Co., Inc
KANT-LOSE Pencils, Cowhig Industries
KANT-SLIP Autographic Registers and Forms, Standard Register Co.
KANT-STIK Pencil Carbon, Codo Mfg. Corp.
KARDEX Visible Record Systems and Supplies, Remington Rand Inc.
KARDFILER Business Card File, Vail Co.
KARD-KEEPER Business Card Files, Lit-Ning Products Co.
KARDPAK Pocket Card Cases, Veri-Nu Products Co.
KARLO Portable Office Machine Stands, Karl Mfg. Co.
KARTOTHELLO Pastel Chalks, Charcoal Pencils, Swan Pencil Co., Inc.
KAY-DEE Storage Files and Filing Supplies, The Kay-Dee Co.
KAY-WOOD Transfer Cases, Kay-Wood Products, Inc.
KECO Drawing Inks, Keuffel & Esser Co.
KEE KOVERS Transparent Plastic Typewriter Key Covers, Bert M. Morris Co.
KEE LOX Ribbons and Carbons, Kee Lox Mfg. Co.
KEEBOARD Bond, Onionskin, Typewriter Papers, Whiting-Plover Paper Co.
KEEL Marking Pencils, Joseph Dixon Crucible Co.
KEELOX Binders, Elbe File & Binder Co., Inc.
KEEN-RITE Ribbons and Carbons, Codo Mfg. Corp.
KEEP KLEAN Office Machine Covers, Keep Klean Products Co., Inc.
KEG-MASTER Soldering Gauge, Ames Supply Co.
KELLER Postcard Duplicators, Keller Duplicator Co.
KELLOGG Credit Authorizing Systems, Kellogg Switchboard & Supply Co.
KELLOGG KOILED KORDS Telephone Cords, Kellogg Switchboard & Supply Co.
KELVINATOR Electric Dehumidifiers, Water Coolers, Ebco Mfg. Co.
KEM Thick Black Lead Pencils, Ruwe Pencil Co.
KE-MASTER Key Boards, Cabinets and Racks, Cushman & Denison Mfg. Co.
KEN ADD Stylus Adding Machine, Ken Add Machines Co.
KENDALL Envelope Sealers, Kendall Sealer Co.

KENILCROFT Ink Tablets, American Pad & Paper Co.
KENMAR-BUILT Upholstered Furniture, Kenmar Mfg. Co.
KENMOOR Transfer Binders, National Blank Book Co.
KENSINGTON Clasp Envelopes, American Paper Goods Co.
KENSINGTON Drawing Paper and Drawing Tables, Favor, Ruhl & Co.
KENSOL THIRTY-FIVE Gold Stamping Machines, Olsen Mark Corp.
KENT Drawing Paper, Morilla Co., Inc.
KENTUBE Tubular Metal Furniture, Kentube Mfg. Co., Inc.
KE-TAG Key Tags, Cushman & Denison Mfg. Co.
KEY Ribbons and Duplicating Supplies, Key Ribbon & Carbon Co.
KEY-CHAIN Pencils, Apex Products Corp.
KEY-HOLE Safe Deposit Box Signals, Hampden Mfg. Co., Inc.
KEYLESS Sectional Post Binders, Fred Procter Co.
KEYMATIC Telephone Index, List Finder, Quality Park Envelope Co.
KEYNOTE Carbon Paper, Curtis-Young Corp.
KEYSOL Type Cleaner, Nelson-Eismann Co.
KEYSORT Card Sorting Systems, The McBee Co.
KEYSTONE Filing Cabinets and Metal Desks, Peerless Steel Equipment Co.
KEYSTONE Pencils, Blaisdell Pencil Co.
KIDDE Fire Extinguishers, Walter Kidde & Co., Inc.
KIL-KLATTER Typewriter Pads, American Hair & Felt Co.
KILIAN Casters, Unground Ball Bearings, Kilian Mfg. Co.
KIMBALL Price Tickets, A. Kimball Co.
KIMBALL MIDGET Ticket Marking Machines, A. Kimball Co.
KIMBERLY Pencils, General Pencil Co.
KIMBERLY, JR. Colored Lead Pencils, General Pencil Co.
KIMBERLY POCKETTE Ball-Point Pens, Eversharp, Inc.
KIMFLEX Price Tickets, Dancyger Mfg. Co.
KIMHAR Desk Specialties, Bainbridge, Kimpton & Haupt, Inc.
KINDERTONE Pressed Crayons, National Crayon Co.
KIN-DEX Rotary Card File, Kin-Dex, Inc.
KINDOGRAPH Crayons, American Crayon Co.
KING Ash Trays, Smokers Stands, Smo-King Products, Inc.
KING Label Gummers, King Sales & Engineering Co.
KING Posture Chairs, King Posture Chair Co.
KING Steel Type Holders, James H. Matthews & Co.
KING Stencil Styli, King Gem Co.
KING KOIN Coin Sorter, King Koin Sorter Co.
KINGDOM Typewriter Tables, Kingdom Mfg. Co.
KINGSLEY Hot Stamping Machines, Kingsley Stamping Machine Co.
KIRK Photo Albums, Kirk Plastic Co.
KISCO CIRCULAIR Electric Fans, Kisco Co., Inc.
KLEANKARBON Carbon Papers, The General Manifold & Printing Co.
KLEAN-WRITE Ribbons, Carbons and Duplicating Supplies, Frankel Carbon & Ribbon Co.
KLEEN KEY Office Machine Ribbons, U. S. Carbon & Ribbon Mfg. Co., Inc.
KLEEN KLEEN Pencil Carbon, Peerless-Imperial Co., Inc.
KLEEN-ALL Hand Cleaner, Krayer Mfg. Co.
KLEEN-STIK Rubber Cement, Craftint Mfg. Co.
KLEENCUT Shears and Scissors, Acme Shear Co.
KLEENERTYPE Ribbons, Carbons and Inks, Franklin Carbon & Ribbon Co., Inc.
KLEER KRAFT Manila Folders, Dunleavy Co.
KLEER-DEX Index Tabs, Cel-U-Dex Corp.
KLEERITE Inks, Adhesives and Duplicator Supplies, American Writing Ink Co., Inc.
KLEERLINE Wallet Inserts, American Kleer-Vu Plastics, Inc.
KLEER-OUT Ink Eradicators, American Writing Ink Co., Inc.
KLEER-PAK Acetate Wrapping Material, Craftint Mfg. Co.
KLEER-VU Sheet Protectors, American Kleer-Vu Plastics, Inc.
KLEER-VU Steel Letter Trays, Bainbridge, Kimpton & Haupt, Inc.
KLEERWAE Colored Dustless Crayons, Binney & Smith, Inc.
KLENZO Typewriter and Ink Erasers, Blaisdell Pencil Co.
KLERADESK Desk Distributors, Sengbush Self-Closing Inkstand Co.
KLIK Machine Oil, Type Cleaners, Cardinell Corp.
K-LINE Binding Posts, W. R. Kline Co.
KLING Rubber Stamp Ink, The Louis Melind Co.
KLING KLIPS Paper Clips, George B. Graff Co.
KLIP-O-MATIC Retractable Ball-Point Pens, Universal Fountain Pen & Pencil Co.
KLIP-TICKETS Pin Tickets, A. Kimball Co.
KLIPTO Binders and Catalog Covers, Klipto Loose Leaf Co.
KLOPP Coin Counting and Sorting Machines, Klopp Engineering, Inc.
KLUTCH Clip Binders and Clipboards, Cushman & Denison Mfg. Co.
KNEADED Rubber Erasers, Eberhard Faber Pencil Co.
KNICKERBOCKER Leather Goods, Knickerbocker Leather & Novelty Co., Inc.
KNICKERBOCKER Salesmen's Cases, Knickerbocker Case Co.
KNICKERBOCKER Sheet Holders, Federbush Co., Inc.
KNOB Pencil Cap Erasers, Weldon Roberts Rubber Co.
KNOX Paper Clips, Staples, Knox Steel & Wire Co.
KOBLER Copyholders, Kobler & Co.
KODAGRAPH Photocopy Papers and Chemicals, Eastman Kodak Co.
KOH-I-NOOR Pencils, Koh-I-Noor Pencil Co., Inc.
KOHINOOR Wood Desks, Haeger Desk Co.
KOHLHAAS Sorters and Distributors, Physicians' and Dentists' Accounting Systems, The Kohlhaas Co.
KOHPLASTIC Rubber Erasers, Koh-I-Noor Pencil Co., Inc.
KOILMASTER Spiral Bound Notebooks, Processed Papers
KOIL-O-MATIK Telephone Cord Covers, Neverknot Co.
KOL Typewriter Stands, Kol, Inc.
KOLECT-A-MATIC Visible Records System, Remington Rand Inc.
KOLGRADE Filing Supplies, Koller & Smith Co., Inc.
KOMPACT Paper Towels, Northern Paper Mills
KOMPAKT File Fasteners, Remington Rand Inc.
KONKO Office Machine and Furniture Cup Bases, Konko Sales Co.
KONTROL-DRI Inks, Vari-Color Duplicator Co.
KONTROL-FLO Duplicator Ink, Vari-Color Duplicator Co.
KOOL KOOSHIN Chair Cushions, Kool Kooshion Mfg. Co.
KOOLER-AIRE Packaged Refrigeration Unit, U. S. Air-conditioning Corp.
KOPI-SPOT Wax Carbon, Master-Craft Corp.
KOPYKAT Typewriter Ribbons, Aetna Products Co.
KOPY-RITE Carbon Rolls, Carbonized Paper Co.
KOPY-RITER Portable Registers, Carbonized Paper Co.
KORDA-ROOM Modular Furniture Units, Korda Industries
KORES Ribbons and Carbons, Kores Carbon Paper & Ribbons Mfg. Corp.
KOREX Potash Scrub Compound, Huntington Laboratories, Inc.
KOROSEAL Upholstery Fabrics, Comprehensive Fabrics, Inc.
KORRECT-WAY Wood and Metal Furniture, American Fixture & Mfg. Co.
KOSSUTH Dating Stamps, R. A. Stewart & Co., Inc.
KOVERLOX File Fasteners, Speed Products Co., Inc.,
KOYLON Foam Rubber, U. S. Rubber Co.
KRAFOLTEX Filing Folders, C. L. Barkley & Co.
KRAFSTOK Expanding Files and Vertical Files, National Fiberstok Envelope Co.
KRAFTALL Expanding Files, The Cooke & Cobb Co.
KRAFTBILT Map Files, Forms and Accounting Supplies, Ross-Martin Co.
KRAFTEX Kraft Folders, Dunleavy Co.
KRAFTLIFE Filing Supplies and Envelopes, Wilson Jones Co.
KROMEX KROME Thermos Desk Sets, Kromex Corp.
KROMO-LITE Illustration Board, Charles T. Bainbridge's Sons
KRUEGER Folding Chairs, Krueger Metal Products Co.
KRUL-40 Intercommunication Systems, Talk-A-Phone Co.
KRYLON Plastic Spray, Krylon, Inc.
KUM-KLEEN Adhesive Labels, Avery Adhesive Label Corp.
KWALITY Casters, Hamilton Caster & Mfg. Co.
KWARTET Coin Wrappers, C. L. Downey Co.
KWIK Correction Fluid, Cardinell Corp.
KWIK Staples, Oakville Co.
KWIKEE Glue Dispenser, Stratford Pen Corp.
KWIKLAC Inks, Fulton Marking Equipment Co.
KWIK-LIST Telephone Indexes, Sainberg & Co., Inc.
KWIK TONG Loose Leaf Covers, Elbe File & Binder Co., Inc.
KWIK-NOTE Pencils, General Pencil Co.
KWIK-SEALER Envelope Sealers, Rockford Crescent Mfg. Co.
KWIK-SNAP Carbon Interleaved Forms, Accurate Sales Book Co.
KWIK-TONG Folders, Elbe File & Binder Co., Inc.
KWIK-TWIST Paper Drill, Smead Mfg. Co., Inc.
KWIKY Vac-U-Matic Moisteners, Jay-Lip Corp.

L

L607 Mechanical Writing Instruments, W. A. Sheaffer Pen Co.
L.B. File Fasteners, Remington Rand Inc.
L.E.B. Binder Clips, Cushman & Denison Mfg. Co.
L. L. BROWN Papers and Manuscript Covers, L. L. Brown Paper Co.
LM5 Felt Tip Marker, Ideal Stencil Machine Co.
LA BONTE Calculating Tables, Systems, Inc.
LA SALLE Smoking Stands and Costumers, La Salle Products Co.
LABELER Label Moisteners, A. C. Hummel Co.
LABELON Labeling Tape, Labelon Tape Co.
LABELOR Label Moisteners, Better Packages, Inc.
LABELMASTER Label Moisteners, Package Ad & Sealer Co.
LAB-L-MASTER Label Addresser, Master Addresser Co.
LABORATORY Pencils, Blaisdell Pencil Co.
LAC Inks, Fulton Marking Equipment Co.
LADY LEW Mechanical Pencils, Lew Mfg. Co.
LADY SCOT Leather Goods, Wilson Mfg. Co., Inc.
LADY SHEAFFER Fountain Pens, W. A. Sheaffer Pen Co.
LADY TYCOON Dictation Transcribers, SoundScriber Corp.
LAFAYETTE Chalk, National Crayon Co.
LAFAYETTE Pencils, Richard Best Pencil Co., Inc.
LAKE LOUISE Air Conditioners, Pleasantaire Corp.
LAMINENE Drawing Board Surface Material, Keuffel & Esser Co.
LANCASTER Bond Papers, Gilbert Paper Co.
LANCER Fountain Pens, Mechanical Pencils and Desk Sets, Tenner-Anderson Co.
LANDA Leather Goods, Landa Leather Products Co.
LANGITE Feed Rolls, Shipman-Ward Mfg. Co.
LANGITEX Platens, Shipman-Ward Mfg. Co.
LARK Pencils, Wallace Pencil Co.
LASCO-LITE Fluorescent Desk Lamps, Lake Specialty Co.
LASSCO Corner Rounders, Lassco Products, Inc.
LATEXOL Cement Dispensers, H. Cole Co.
LATHEM Time Recorders, Lathem Time Recorder Co.
LATSHAW Rulers, Westcott Rule Co., Inc.
LAUGHLIN Hand and Platform Trucks, Laughlin Mfg. Co., Inc.
LAURA LEE LINDER Leather Desk Accessories, Eaton Paper Corp.
LAUREL Paper Drinking Cups, Boston Drinking Cup Co.
LAWRENCE Loose Change Holder, Nu-Craft Products Co.
LAWRENCE Notebooks, Tablets and Pads, Kurtz Bros.
LAWRENCE Slide Rules and Calculators, Engineering Instruments, Inc.
LAWSON Metal Waste Baskets, Sand Urns, Cuspidors and Stools, The F. H. Lawson Co.
LAWYERS STYLE File Pockets, Alvah Bushnell Co.
LAY-AWAY Pegboard Systems, C. E. Sheppard Co.
LAY-OUT Pencils, General Pencil Co., Inc.
LAYRITE Carbon Papers, Write, Inc.
LAYTON Daily and Weekly Expense Books, Layton Mfg. Co.
LA-Z-BOY Reclining Chairs, La-Z-Boy Chair Co.
LE FEBURE Machine Bookkeeping Equipment, Visible Record and Ledger Systems, Le Febure Corp.
LE PAGE'S Adhesives, Le Page's, Inc.
LE ROY Lettering Guides and Pens, Keuffel & Esser Co.
LEADER Casters, Hamilton Caster & Mfg. Co.
LEADER Sectional Post Binders, A. E. Boyce Co.
LEARNER Pencils, General Pencil Co.
LEATHERCRAFT Briefcases, Portfolios and Ring Binders, Leathercraft, Inc.
LEATHERETTE File Folders, C. L. Barkley & Co.
LEATHERLIFE Expanding Files and Pockets, Wilson Jones Co.
LEATHER-LIKE Expanding Files, Wallets, Smead Mfg. Co., Inc.
LEATHEROID File Pockets and Wallets, Quality Park Envelope Co.
LEATHERTUFF Filing Folders, Wabash Filing Supplies, Inc.
LECTRIK-ICE Water Coolers, Uniflow Mfg. Co.
LEDGER Steel Pens, C. Howard Hunt Pen Co.
LEE-BERT Flourescent Shades and Telephone Cord Covers, Lee-Bert, Inc.
LEEDALL Ribbons and Carbons, Leedall Products Mfg. Co.
LEFAX Loose Leaf Forms, Budget Systems, Accounting Forms, and Ring Binders, Lefax
LEHIGH Chairs, Tables, Modular Furniture, Lehigh Furniture Corp.
LEISUREST Upholstered Couches, Imperial Leather Furniture Co.
LEKTRO Cleaning Crystals, Huntington Laboratories, Inc.
LEMONAL Liquid Soap, Huntington Laboratories, Inc.
LENNAN RAY-RITE Illuminated Clipboards, Neoline Inc.
LEONARD'S Parcel Post Guides, G. R. Leonard & Co.
LENOX GRADE Index Cards, Oxford Filing Supply Co.
LEOPOLD Desks and Tables, The Leopold Co.
LEST WE FORGET Diaries, Standard Diary Co.
LET ER STICK Magnetized Letters, M & M Industries
LETHERHANG Hanging File Folders, Weis Mfg. Co.
LET-R-GUARD Metal Files, Globe-Wernicke Co.
LETTADEX Letter Trays, Zephyr American Corp.
LETTERA 22 Portable Typewriter, Olivetti Corp. of America
LETTER-BALANCE Carbon Papers, Kraus Ribbon & Carbon Co.
LETTERGRAPH Duplicators, Post Card Printers and Stencils, The Heyer Corp.
LETTERHEAD BOND Typewriter Paper, Rockwell-Barnes Co.
LETTER-PERFECT Lettering Guides, Cardinell Corp.
LEVELBEST Carbon Papers, American Ribbon & Carbon Co., Inc.
LEVELMATIC Furniture Levelers, Blake Industries
LEVISON'S Inks, Levison & Blythe Mfg. Co.
LEV-L-LOK Binders, Remington Rand Inc.
LEWIS Automatic Tape Sealers, Lipton Mfg. Co., Inc.
LEWIS Etching Presses, Embosograf Corp. of America
LEWIS Safety Knife, Flash Box Opener Co., Inc.
LEWYT Vacuum Cleaners, Lewyt Corp.
LEXIKON 80 Typewriters, Olivetti Corp. of America
LEXINGTON Ledger Binders, Elbe File & Binder Co., Inc.
LEXINGTON Spirit Carbons, Colonial Carbon Co.

LEXINGTON Writing Tablets, Hano Paper Co., Inc.
LEXINGTON QUALITY Brief Bags, Cases, Portfolios, Ring Binders, Lexington Leather Goods Co.
LIBERATOR Moisteners and Tape Sealers, A. C. Hummel Co.
LIBERATOR Stencil Duplicators, Speed-O-Print Corp.
LIBERTY Copyholders, Binders, Storage Boxes and Wood Shelving, Bankers Box Co.
LIBERTY Income Tax Records, Bookkeeping Systems and Forms, Commonwealth Publishing Co.
LIBERTY Machine Posting Trays, Wilson Jones Co.
LIBERTY Parcel Post Scales, Triner Scale & Mfg. Co.
LIBERTY Pencils, Eberhard Faber Pencil Co.
LIBERTY BELL Loose Leaf Fillers, Hano Paper Co., Inc.
LIBRARIAN Brief Covers, Cooke & Cobb Co.
LIBRARY Pencils, Blaisdell Pencil Co.
LIBRARY PASTE White Paste, Sanford Ink Co.
LIBRARY WHITE White Opaque Ink, Time Saving Specialties
LIFE Poster Tempera Colors, Morilla Co., Inc.
LIFETIME Aluminum Handle Mops, Howard Dustless-Duster Co.
LIFETIME Fountain Pens and Pencils, W. A. Sheaffer Pen Co.
LIFETIME Onionskin Papers, Gilbert Paper Co.
LIFETIMER Hoop-Type Window Clocks, Lifetimer Hoop-Type Window Clock Co.
LI-FLAT Carbon Papers, Stenno Ribbon & Carbon Mfg. Co.
LIFLAT Gummed Cloth and Paper, Gummed Tape & Devices Co.
LIFTON Brief Cases and Zipper Envelopes, Lifton Mfg. Co.
LIFT-OUT File Drawer Trays, Automatic File & Index Co.
LIGHTHOUSE Ribbons and Carbons, Allied Carbon & Ribbon Mfg. Corp.
LIGHTNIN' Tackers, Burgess Fastening Co.
LIGHTNING Coin Changing Machines, Johnson Fare Box Co.
LIGHTNING Letter Openers and Mail Sealers, The Bircher Co., Inc.
LIGHTNING Stylus Adding Machines, Lightning Adding Machine Sales Co.
LIGHTNING Tape Sealers, Lipton Mfg. Co., Inc.
LIGHTOLIER Lamps and Fixtures, Lightolier, Inc.
LIKWID-URN Liquid Soap Dispensers, Huntington Laboratories, Inc.
LI'L SHARPO Pocket Pencil Sharpeners, Plastic Products Co.
LILY Paper Drinking Cups and Dispensers, Lily-Tulip Cup Corp.
LILY BRAND Ribbons, Nelson-Eismann Co.
LILY WHITE Colored Pencils, Joseph Dixon Crucible Co.
LIMITED Metal Mechanical Bindings, General Binding Corp.
LINCOLN Desk Lamps, Lighting Fixtures, Lincoln Lighting Products, Inc.
LINCOLN Drawing Paper, Frederick Post Co.
LINE-A-TIME Copyholders, Remington Rand Inc.
LINEDEX Visible Record Equipment, Remington Rand Inc.
LINE-O-SCRIBE Sign Machines, Morgan Co.
LINEX Ribbons and Carbons, International Carbon & Ribbon Co., Inc.
LINO-FOOD Linoleum Dressing, Lino Food
LIN-O-KLEEN Linoleum Desk Top Cleaner, Wiemer's, Inc.
LIN-O-LOK Wire Ring Binding, Spiral Binding Co., Inc.
LINO-SAN Linoleum Soap, Huntington Laboratories, Inc.
LINOWALL Wall Coverings, Armstrong Cork Co.
LINOZIPS Linoleum Cutters, C. Howard Hunt Pen Co.
LION Brush Marking Pens, Eyer & Co.
LION BRAND Drawing Inks, Nobema Products Corp.
LIQUASAN Liquid Soap, Huntington Laboratories, Inc.
LIQUA-SHINE Liquid Wax, Huntington Laboratories, Inc.
LIQUI-PASTE Office Paste, Sanford Ink Co.
LIQUI-STICK Gum Adhesive, Sanford Ink Co.
LIQUOGRAPH Duplicating Papers, Rockwell-Barnes Co.
LISTAX Addressing Machines, Rex-Rotary Distributing Corp.
LISTIK Automatic Phone Index, Zephyr American Corp.
LISTO Mechanical Cellophane-Marking Pencils, Listo Pencil Corp.
LITE-FLITE Airmail Envelopes, Tension Envelope Corp.
LITE-MASTER Desk Lamps, Flexo International Corp.
LITE-N-TUFF Hand Trucks, Hamilton Caster & Mfg. Co.
LITE-RITE Pad and Pencil Sets, Ehlbert Products
LITE-STEP Standing Mats, Ace Lite-Step Co.
LITE-WATE Air Mail Stationery, Stauder Engraving Co.
LITHOPRINT Multilith Ribbons, Buckeye Ribbon & Carbon Co.
LITH-O-RITE Inked Ribbons, Miller-Bryant-Pierce
LITHO-RULED Business Forms, The C. E. Sheppard Co.
LITHORUN Duplicating Paper, Copy Papers Sales & Service Agency, Inc.
LITHOSET Carbon Forms, American Lithofold Corp.
LITHOSTRIP Carbon Interleaved Forms, American Lithofold Corp.
LITHOTONE Blotting Paper, Joseph Parker & Son Co.
LIT-NING Callboard, Lit-Ning Products Co.
LITTLE DANDY Typewriter Stands, Toledo Metal Furniture Co.
LITTLE GIANT Staples, Precision Staple Co.
LITTLE HERCULES Rollaway Files, Cadillac Office Equipment
LITTLE INCH Tape Dispensers, Better Packages, Inc.
LITTLE MAJOR Binder Labeling Clips, Boorum & Pease Co.
LITTLE NIFTY Utility Box, Merriam Mfg. Co.
LIVELY AIRE Electric Fans, Westinghouse Electric Corp.
LIVLONG Ring Book Covers, Trussell Mfg. Co.
LLOYD Chrome Furniture, Lloyd Mfg. Co.
LO-AIR CIRCULAIR Air Circulators, Kisco Co., Inc.
LOCALITE Desk and Table Lamps, The Fostoria Pressed Steel Corp.
LOCK BOOSTER Ring Binder Locking Device, National Blank Book Co.
LOCKERETTE Coat Racks, Vogel-Peterson Co.
LOCK-LABEL Index Guides, Filing Equipment Bureau, Inc.
LOCKMASTER Post Binders, National Blank Book Co.
LOCK SEAL Night Depository Bags, Strayer Coin Bag Co.
LOC-TITE Binders, Elbe File & Binder Co., Inc.
LOEWY Smoking Stands, Campbell Products Co.
LOG LOG DUPLEX Slide Rules, Keuffel & Esser Co.
LOKSWIV Adjustable Casters and Glides, Adjustable Caster Co.
LOKTITE Magazine Binders, Elbe File & Binder Co., Inc.
LONDON CRUSHED BOND Social Stationery, Montag Bros.
LONDON GLAZE Upholstery Leather, Eagle-Ottawa Leather Co.
LONERGAN Steel Transfer Cases, Lonergan Mfg. Co.
LONG REACH SWINGLINE Staplers, Speed Products Co., Inc.
LONG TOM Lumber Marking Crayons, St. Louis Crayon & Handle Co.
LONGARM Staplers, Arrow Fastener Co., Inc.
LONGEDGE Carbon Papers, Write, Inc.
LONGHORN Stencils, Ribbons and Carbons, American Carbon Paper Mfg. Co.
LONG-LIFE Gavels and Accessories, Lignum-Vitae Products Corp.
LONG-LIFE Pencil Pointers, Stempel Mfg. Co.
LONG-POINT Thumb Tacks, Hampden Mfg. Co., Inc.
LONGVIEW Magnifying Glasses, Edroy Products Co.
LONGWEAR BRAND Ribbons and Carbons, Franklin Ribbon & Carbon Co.
LONG-WRITER Ball Pen, American Pencil Co.
LOOK-SEE Magnifying Glasses, R. M. Holliday Co.
LORD LEW Mechanical Pencils, Lew Mfg. Co.
LOTTER Drawing Instruments, Nobema Products Corp.
LOUNGE-RITE Reclining Chair, National Furniture Mfg. Co., Inc.
LOYAL Billfolds and Leather Products, U. S. Luggage & Leather Products Co.
LOYAL Luggage and Leather Goods, Luxor Leathercraft Corp.
LOYAL Pencils, General Pencil Co.
LOYALTY Ribbons and Carbons, Write, Inc.
LOY'S Abacus, Loy's Chinese Abacus Agency
LUB-A-SPRAY Lubrication Devices, Panef Mfg. Co., Inc.
LUBE-KIT Lubrication, Reardon Products
LUCAS Personal Desk Fan, Lucas Mfg. Co.
LUCAS Roll Stamp Dispensers, Walter Wagner Corp.
LUCKY CLOVER Letter Openers, Stationers Specialty Co.
LUCKY STRIPE Pencils, Blaisdell Pencil Co.
LUMIROL Plastic Typewriter Ribbons and Ink Distribution Rollers, Lumirol Co.
LUNA Colored Checking Pencils, J. S. Staedtler, Inc.
LUNDSTROM Pedestal Typewriter Fixture, Lundstrom Laboratories, Inc.
LUNDSTROM Sectional Book Cases, C. J. Lundstrom Mfg. Co.
LUPLEX Electric Signs, Metallic Arts of New England, Inc.
LUSTERALL Metal Polish, Huntington Laboratories, Inc.
LUSTRE Carbon Papers, A. P. Little, Inc.
LUSTRO Pencils, American Pencil Co.
LUSTRO Stencil Paint and Inks, Superior Marking Equipment Co.
LUX Clocks, Lux Clock Mfg. Co., Inc.
LUX Fountain Brush Pens. Lux Pen Co.
LUXO Lamps, Luxo Lamp Corp.
LUXURY IN LEATHER Upholstered Furniture, Niemann, Inc.
LUXWOOD Folding Tables, James P. Luxem Co.
LUXYLITE Scales and Triangles, Keuffel & Esser Co.
LYCEUM Steel and Silver Steel Pens, Eagle Pencil Co.
LYNO Desk Pads, George E. Fox & Co.
LYON Steel Cabinets, Folding Chairs, Stools, Stock Carts, Drawing Tables and Shelving, Lyon Metal Products, Inc.

M

M-BAC Binders, Elbe File & Binder Co., Inc.
MBP BRAND Ribbons and Carbons, Miller-Bryant-Pierce
McM Business Systems and Loose Leaf Devices, McMillan Book Co.
MCM Magazine Binders, The Federbush Co., Inc.
M & M Ribbons and Carbons, Mittag & Volger, Inc.
M. P. Coin Changers, Clipboards and Binder Clips, Metal Products Engineering, Inc.
MP HANDY Clipboards, Metal Products Engineering, Inc.
M & V Ribbons and Carbons, Hand Cream, Mittag & Volger, Inc.
MACEY Collators, Harris-Seybold Co.
MAC-MIETH Punches, MacMieth Co.
MACO Labels, Tags and Pin Tickets, J. L. May Co., Inc.
MACO-LINER Copyholder, Pettersen Mfg. Co.
MADAME BUTTERFLY Silk Typewriter Ribbons, Miller-Bryant-Pierce
MADE RIGHT Sample Cases, Service Kits, Knickerbocker Case Co.
MADURO Erasing Fluid, Keuffel & Esser Co.
MAENDLER Lettering Brushes, Maendler Brush Mfg. Co., Inc.
MAGGIE Magnetic Bulletin and Production Control Boards, Maggie Magnetic, Inc.
MAGIC Binding Posts, Magic Binding Post Co.
MAGIC Correction Fluid, Continental Ink Co.
MAGIC Memo Pads, Vita Specialties Co.
MAGIC Numbered Oil Paint Sets, Morilla Co., Inc.
MAGIC Stationery Specialties, Majestic Stationery Co.
MAGIC ARM Fluorescent Lamps, Acme Lite Products Co.
MAGIC CARPET Chair Cushions, Can-Pro Corp.
MAGIC COPY Gelatin Film Duplicators, Redigraph, Inc.
MAGIC-DISC Recording Discs, Magnetic Recording Industries
MAGIC FLOW Duplicating Inks, Continental Ink Co.
MAGIC-GRIP Typewriter Pad, W. T. Rogers Co.
MAGIC LITE Incandescent Fixtures, Edwin F. Guth Co.
MAGIC MAILER Envelope Sealers, Haldon Mfg. Co., Inc.
MAGIC MARKER Marking Instrument, Speedry Products, Inc.
MAGIC PRINT Duplicating Stencils, Continental Ink Co.
MAGIC-WAY Decalcomanias, National Decalcomania Corp.
MAGISTRATE Steel and Silver Steel Pens, Eagle Pencil Co.
MAGNA-GRAPHIC Maps, Weber Costello Co.
MAGNA-READ Plastic Reading Glasses, Franklin Metal Products Co.
MAGNATEL Telephone Amplifier, Electro Engineering & Mfg. Co.
MAGNE-DEX Vertical Visible Files, Business Efficiency Aids.
MAGNEDISK Dictating-Transcribing Machine, Magnedisk, Inc.
MAGNETICON Magnetic Disc Recorder, Magnetic Recording Industries
MAGNIFYING Mechanical Pencils, Pen-N-Pencil Co.
MAGNI-FOCUSER Binocular Eyeshades, Edroy Products Co.
MAGNIKOL Filing Guide, Koller & Smith Co., Inc.
MAGNI-LINE Copyholder Reading Glasses, Curtis-Young Corp.
MAGNIPROX Reading Glasses, Buhl Optical Co.
MAGNOLIA Colored Pencils, Reliance Pencil Corp.
MAGNOLIA Inked Ribbons, Hynes Mfg. Co.
MAGNUM ELASTIC Steel Pens, Eagle Pencil Co.
MAGNUS Typewriter Cleaning Machines and Hand Cleaner, Magnus Chemical Co.
MAGNUSOL Office Machine Cleaning Solution, Magnus Chemical Co.
MAID OF COTTON Inked Ribbons, Hynes Mfg. Co.
MAIL & EXPRESS Postal Scales, Pelouze Mfg. Co.
MAIL-AIDS Gummed Labels, Eureka Specialty Printing Co.
MAILMASTER Hand Letter Opener, Sealer, Stamp Affixer, Commercial Controls Corp.
MAILMASTER Mailing Boxes, Mason Box Co.
MAILOMAT Coin Letter Boxes, Pitney-Bowes, Inc.
MAIL-O-METER Stamp Affixing and Envelope Sealing Machines, Pitney-Bowes, Inc.
MAILOPENER Letter Opening Machines, Pitney-Bowes, Inc.
MAINLINE Ribbons and Carbons, Burroughs Corp.
MAINLINER Safes, Guardsman-Valentine, Inc.
MAJESTIC Sectional Post Binders, Boorum & Pease Co.
MAJESTIC Staplers, Staples and Paper Clips, Majestic Staple Co.
MAJOR Leather Goods, Major Leather Goods Mfg. Co.
MAJOR Staplers and Staples, Arrow Fastener Co., Inc.
MAJOR-DOMO Memo Pads and Perpetual Calendars, Finch & McCullough.
MAK-UR-OWN Index Tabs, Sheets and Hinges, Victor Safe & Equipment
MALFA Pigments, Oils and Water Colors, F. Weber Co.
MALLOY Lead Pointers, W. T. Rogers Co.
MALTA Safes, Guardsman-Valentine, Inc.
MALTESE Flat Glass and Lenses, Semon Bache & Co.
MAN FRIDAY Metal Desks, Dorset Steel Equipment Co.
MANAGERIAL Steel Files, Northwest Metal Products Co.
MANDATE BOND Typewriter Papers, American Pad & Paper Co.
MANHATTAN STUB Steel and Silver Steel Pens, Eagle Pencil Co.
MANIFEST Ledger and Mimeo Papers, Eastern Corp.
MANIFOLD Air Mail Envelopes, Western States Envelope Co.
MANIFOLD Copying Pencils, Eagle Pencil Co.
MANIFOLDER Autographic Registers, Uarco Incorporated
MANILALIFE Filing Supplies and Envelopes, Wilson Jones Co.
MAN-O-WAR Stencil Correction Fluid, Ronnie Products, Inc.
MANUFILE Punches and Binder-Folders, Cottrell-Clarke, Inc.
MANUSCRIPT Steel Pens, C. Howard Hunt Pen Co.
MAP MARKER Pencils, Blaisdell Pencil Co.
MAPLE LEAF Carbon Papers, Miller-Bryant-Pierce
MAPLE LEAF Pads, Tablets, Steno Books, Maple Leaf Mfg. Co., Inc.

MARABU Artists Colors, Rulers, Nobema Products Corp.
MARATHON Ribbons, Carbons and Master Units, Columbia Ribbon & Carbon Mfg. Co., Inc.
MARBLE Chairs, B. L. Marble Chair Co.
MARCEL GEM Paper Clips, Noesting Pin Ticket Co., Inc.
MARCHANT Calculators, Marchant Calculators, Inc.
MARCO Pencils, Wallace Pencil Co.
MARCREST Onionskin, Marvin Envelope & Paper Co.
MAREBE Tracing Paper, Nobema Products Corp.
MARGINATOR Typewriter Margin Justifiers, Marginator Co.
MARIGOLD Pencils, Eberhard Faber Pencil Co.
MARK KING Brush Pens and Inks, Mark King Corp.
MARKAL Marking Crayons, Markal Co.
MARKALL Wax Crayons, National Crayon Co.
MARKEN See-Through Typewriter Ball, Maroth-Kennedy Corp.
MARKER Marking Pencil, Eberhard Faber Pencil Co.
MARKFAST Rubber Stamp Inks, The Irwin-Hodson Co.
MARKILO Cellulose Acetate Products, Markilo
MARKING Thumb Tacks, Hampden Mfg. Co., Inc.
MAR-KIT Fountain Brushes and Inks, Specialty Ink Co., Inc.
MARKIT Stencil Inks, Sanford Ink Co.
MARKIT Pocket Rubber Stamps, Ehlbert Products
MARKMASTER Fountain Marker, Floquil Products, Inc.
MARKMASTER Marking Pencils, Wm. A. Force & Co., Inc.
MARK-ON Labeling Tape, The TapeMark Co.
MARKWELL Marking Brushes, M. Grumbacher, Inc.
MARKWELL Staplers, Staples and Moisteners, Markwell Mfg. Co., Inc.
MARLBORO Fountain Pens, David Kahn, Inc.
MARLUM Lumber Marking Ink, Irwin-Hodson Co.
MARS Indelible Pencils, Lead Holders, Leads, J. S. Staedtler, Inc.
MARS INTENSOR Hectograph Pencils, J. S. Staedtler, Inc.
MARS-LUMOGRAPH Drawing Pencils and Leads, J. S. Staedtler, Inc.
MARSH Stencil Machines and Shipping Room Supplies, Marsh Stencil Machine Co.
MARSKIN Onionskin Papers, Marvin Envelope & Paper Co.
MARTENS Type Cleaners, Martens Type Cleaner Co.
MARTIN Casters, Phoenix Caster Co., Inc.
MARTIN Floor Finish, Huntington Laboratories, Inc.
MARTINI Tempera Colors, Nobema Products Corp.
MARVEL Drawing Instruments, Chas. Bruning Co., Inc.
MARVEL Mechanical Pencils, Pen-N-Pencil Co.
MARVEL Office Punches and Mail Openers, Wilson Jones Co.
MARVEL Pencil Sharpeners, Apsco Products, Inc.
MARVEL Window Cleaners, Marvel Window Cleaner, Inc.
MARVIN Papers, Marvin Envelope & Paper Co.
MASCO Intercommunication Systems, Mark Simpson Mfg. Co., Inc.
MASCOT Circular Slide Rules, Tavella Sales Co.
MASHEK Leather Goods, Stein Bros. Mfg. Co.
MASO Steel Office Stands and Desk Trays, Maso Steel Products
MASONCRAFT Albums, Desk Pads and Classifiers, Mason Stationery Products, Inc.
MASSERATOR Paper Shredders, Western Reserve Laboratories
MASTA Paper Fasteners and Clips, Majestic Staple Co.
MASTER Cash & Bond Boxes, Master Metal Products, Inc.
MASTER Catalog Cases, Indexes, Paper Punches, Master Products Mfg. Co.
MASTER Drawing Tables, Mayline Co., Inc.
MASTER Letter Files, Acme Letter File Corp.
MASTER Pocket Seal Presses, Art Novelty Mfg. Co.
MASTER Portable Spirit Duplicator, Master Addresser Co.
MASTER Stamp Pads and Inks, Peerless Office Products Corp.
MASTER Wire Staples, Majestic Staple Co.
MASTER ADDRESSER Addressing Machines, Master Addresser Co.
MASTER COPY-RITE Liquid Duplicators, Wolber Duplicator & Supply Co.
MASTER MADE Casters and Floor Protection Equipment, Master Mfg. Co.
MASTER MADE VELLUM Boxed Writing Papers, White & Wyckoff Mfg. Co.
MASTER MARKER Marking Devices, Pannier Corp.
MASTER PINK Rubber Erasers, Weldon Roberts Rubber Co.
MASTER PRINTER Lettering Outfits, Technygraph Co.
MASTER SPEED KEYS Typewriter Cushion Keys, Speed Key Corp.
MASTER UNIT Correction Pencils, General Pencil Co., Inc.
MASTER WRITE Ribbons and Carbons, Pacific Carbon & Ribbon Mfg. Co.
MASTER-FILER Filing Cabinets, Art Steel Sales Corp.
MASTERITE Platens, Ames Supply Co.
MASTERPIECE Fountain Pens, W. A. Sheaffer Pen Co.
MASTERPIECE Pencils, Blaisdell Pencil Co.
MASTERPIECE STUDIOS Christmas Cards, Masterpiece Studios
MASTERSET Carbon and Master Unit, Ditto, Inc.
MASTERTAN Chamois, Schroeder & Tremayne, Inc.
MASTERWALL Partitions, E. F. Hauserman Co.
MASTER-WRITER Carbon Holder, Ditto, Inc.
MATCHLESS School Supply Items, A. C. McClurg & Co.
MATTHEWS Marking Devices, James H. Matthews & Co.
MATTOLEIN Paper Treating Solution, Koh-I-Noor Pencil Co., Inc.
MAYCO Desk Organizers, Roll Memo Pads, Mayer Mfg. Co.
MAYFAIR Metal Office Accessories and Desk Lamps, The Mayfair Co.
MAYFILE Personal Files, Mayfair Co.
MAYFLOWER Pencils, Blaisdell Pencil Co.
MAYHAL Photocopy Machines, Mayhal Photocopy Corp. of America.
MAYLINE Drafting Furniture and Equipment, Mayline Co., Inc.
MAZURMASTER Automatic Tape Sealer, A. C. Hummel Co.
McARTHUR-MAYFAIR Aluminum Folding Chairs, Mayfair Industries, Inc.
McBEE Binders and Loose Leaf Devices, The McBee Co.
McCASKEY Cash Registers, Cash Drawers, Safes and Charge Account Systems, The McCaskey Register Division
McGILL Office and Ticket Punches, J. L. Galef & Son, Inc.
McILRATH Binder Markers, Ledger Guards, Roy E. McIlrath
McKEEVER Automobile Expense Book, McKeever Press
McMAHAN Typewriter Desk Mechanism, McMahan Bros. Desk Co.
MEAD Bond, Mimeo and Duplicator Papers, The Mead Sales Co., Inc.
MEASEMARKER Marking Pencils, W. D. Mease Co.
MECHANO Drawing Paper, Frederick Post Co.
MEDALIST Fountain Pens, Waterman Pen Co., Inc.
MEDALLION Leather Desk Sets, Blue Star Leather Mfg. Corp.
MEDIA Pencils, Reliance Pencil Corp.
MEDIEVAL MANUSCRIPT Boxed Writing Papers, White & Wyckoff Mfg. Co.
MEDIUM ELASTIC Steel and Silver Steel Pens, Eagle Pencil Co.
MEEKER Leather Billfolds, Pocket Secretaries, Meeker Co.
MEILICKE Calculating Tables and Calculators, Meilicke Systems, Inc.
MEILINK Steel Safes, Meilink Steel Safe Co.
MELROSE Mimeo and Duplicator Paper, Processed Papers
MELTON'S Travel Expense Books and Income Tax Records, Melton Publishing Co.
MEMINDEX Pocket Reminders and Card Files, Wilson Memindex Co.
MEMO Punches, Wilson Jones Co.
MEMOAIDE Calendar Bases, Keith Clark, Inc.
MEMO-ALL Desk Memo Pads, Finch & McCullough
MEM-O-DAY Desk Calendars, Keith Clark, Inc.
MEMO-KEEPER Desk Vertical Files, Lit-Ning Products Co.
MEMO-MATIC Pocket and Desk Secretaries, Polycraft, Inc.
MEMO-PAL Desk Roll Memo Pads, Prevue-Radsell Co.
MEMO-PRINT Pad and Pencil Sets, Ehlbert Products
MEMO-ROLL Memo Pads, Gran-Adell Mfg. Co.
MEMORY MASTERPIECES Desk Memos and Calendars, Finch & McCullough
MEMOS-TO-ME Pocket Secretaries, Nascon Products Division
MENDSALL Gummed Cloth, Warshaw Mfg. Co., Inc.
MEPHISTO Copying and Checking Pencils, Koh-I-Noor Pencil Co.
MER Letter Openers, Pocket Knives, Fred Baumgarten
MERCANTILE Pencils, Eagle Pencil Co.
MERCANTILE Statements and Bill Heads, American Pad & Paper Co.
MERCHANDISE Bond, Ledger and Index Papers, Empire Paper Co.
MERCHANTS' Mark-up Calculators, Graphic Calculator Co.
MERCHANTS Pencils, A. W. Faber-Castell Pencil Co.
MERCHANTS' Slide Rules, Keuffel & Esser Co.
MERCHANTS Wood Index Files, Letter Trays, Merchants Box Co.
MERCHANTS M. B. Binders, Wilson Jones Co.
MERCURY Drawing Instruments, Keuffel & Esser Co.
MERCURY Duplicators, Marr Duplicator Co., Inc.
MERCURY Electronic Voicewriter, Thomas A. Edison, Inc.
MERCURY Pencils, General Pencil Co.
MERCURY Staplers, Staples, Bates Mfg. Co.
MERCURY-GRAPH Multigraph Rollers, Rapid Roller Co.
MERCURY-LITH Multilith Blankets and Rollers, Rapid Roller Co.
MERIDIAN EVR-FLAT Carbon Papers, Manifold Supplies Co.
MERIT Duplicator Stencils, Marr Duplicator Co., Inc.
MERIT Pencils, American Pencil Co.
MERIT BRAND Memo Books, School Supplies, Greg Sales Co., Inc.
MERRIAM Cash Boxes, Personal Files, Merriam Mfg. Co.
MERRIAM-WEBSTER Dictionaries, G. & C. Merriam Co.
METAL MARKING Pencils and Crayons, Eberhard Faber Pencil Co.
METALEX Carbon Paper, Kores Carbon Paper & Ribbons Mfg. Corp.
METAL-HOLED Reinforced Sheets, National Blank Book Co.
METAL-LUX Metal Posture Chairs, Milwaukee Metal Furniture Co.
METALSTAND Files, Storage Cabinets, Metalstand Co.
METAPOST Drawing Tables, Frederick Post Co.
METEOR BRAND Spirit Carbons and Master Units, A. P. Little, Inc.
METHOD Pencils, Reliance Pencil Corp.
METHODIC Adding Machine Rolls and Scratch Pads, Rockwell-Barnes Co.
METRIC Pencils, Joseph Dixon Crucible Co.
METRO Letter Files, Acme Letter File Corp.
METROPOLITAN Binders, The Federbush Co., Inc.
METROPOLITAN Pencils, Joseph Dixon Crucible Co.
MEYCO Ticket Punches, Fred L. Meyers Mfg. Co.
MEYLAN Time Study Boards, Meylan Stopwatch Corp.
MIAMI Autographic Registers and Forms, Miami Systems Corp.
MIAMI Indexes and Filing Folders, Wabash Filing Supplies, Inc.
MICHALLET Drawing Paper, Morilla Co., Inc.
MICHIGAN Letter Files, Weis Mfg. Co.
MICRO RECORD Microfilm Equipment, Micro Record Corp.
MICRODEX Microfilm Files, Remington Rand Inc.
MICRO-FILE RECORDAK Microfilming Equipment, Recordak Corp.
MICROMATIC Spirit Duplicator, Copy-Plus, Inc.
MICRO-LARM Burglar Alarm, Connecticut Telephone & Electric Corp.
MICROMETRIC Carbons, F. S. Webster Co.
MICROTOMIC Drawing Pencils, Eberhard Faber Pencil Co.
MIDCO Fluorescent Desk Lamps, Midwest Naturlite Co.
MIDGET Card Index Outfits, Weis Mfg. Co.
MIDGET Cash Boxes, Merriam Mfg. Co.
MIDGET Letter Files, Acme Letter File Corp.
MIDGET Pencil Sharpeners, Apsco Products, Inc.
MIDGET Price-Marking Machines, A. Kimball Co.
MIDGET Slide Rules, Gilson Slide Rule Co.
MIDGETALK Intercoms, Mark Simpson Mfg. Co., Inc.
MIDGETTE Ball Pens, Fieldston Products Corp.
MIDLAND Steel Shelving, Midland Mfg., Inc.
MIDLAND Upholstered Chairs, Garland Furniture Co.
MIDLINE Steel Files, Victor Safe & Equipment
MIDWEST Folding Tables, Midwest Folding Products.
MIDNIGHT Ribbons, Carbons and Fountain Pen Inks, The Carter's Ink Co.
MID-STATES REALLY FLAT Gummed Paper, Mid-States Gummed Paper Co.
MIGRATOR Wardrobe Suitcases, Warren Leather Goods Co.
MIKAFILM Transparent Sheets, Cooks', Inc.
MILADY Fountain Pens, W. A. Sheaffer Pen Co.
MILAPACO Paper Drinking Cups and Dispensers, Milwaukee Lace Paper Co.
MILE STONES Five-Year Diaries, Standard Diary Co.
MILES Recorders, Miles Reproducer Co., Inc.
MILLBROOK Ring Book Fillers, Eureka Blank Book Co.
MILL-R Filing Folders, George W. Millar & Co.
MILLER Payroll Systems, C. E. Sheppard Co.
MILLER LINE Ribbons and Carbons, Miller-Bryant-Pierce
MILLERS FALLS Opaque Parchment, Millers Falls Paper Co.
MILLERS FALLS EZERASE Bond and Onionskin Papers, Millers Falls Paper Co.
MILLIONS DAILY Pins, Staples, Clips and Thumb Tacks, Noesting Pin Ticket Co., Inc.
MILLS Metal Office Partitions, The Mills Co.
MILLSAP LIST PRESS Label Addressers, Chauncey Wing's Sons
MILTIER Desk and Telephone Lamps, Miltier Lighting Products
MILWAUKEE Chairs, Milwaukee Chair Co.
MIMEO Duplicators and Supplies, Mimeo Mfg. Co.
MIM-E-O Stationery Racks, Halverson Specialty Sales
MIM-E-O Stencil Files, Mim-E-O Stencil Files Co.
MIMEO BOND Mimeo Paper, Duplicating Papers, Inc.
MIMEOCRAFT Bond Paper, Eastern Corp.
MIMEO-LITH Duplicator Stencils, Repeat-O-Type Stencil Mfg. Co., Inc.
MIMEOLITH Offset Duplicator Supplies, A. B. Dick Co.
MIMEOSCOPE Stencil Scopes, A. B. Dick Co.
MIMEOTYPE Stencil Sheets, A. B. Dick Co.
MINERAL BUTTER Hand Cleaner, Associated Services
MINERVA Fountain Pens, W. A. Sheaffer Pen Co.
MINI Duplicator, Vari-Color Duplicator Co.
MINIATURE Photo Albums, Slide Rules, Guedon Co.
MINI-MAG Vest Pocket Magnifiers, Edroy Products Co.
MINI-MAILER Addressing Machines, Safeguard Corp.
MINI-RECORD Microfilming Equipment, The Haloid Co.
MINT-E-SEAL Envelopes, Sheppard Envelope Co.
MINUSA Drawing Instruments, Keuffel & Esser Co.
MINUTE Pencils, Reliance Pencil Corp.
MINUTE MAN Bond Boxes and Personal Files, Lexington Metal Products, Inc.
MINUTE MAN Padding Compound, Crescent Products Co.
MIRACLE Ball Point Pen, David Kahn, Inc.
MIRACLE-S Platens, Typewriter Equipment Co., Inc.
MIRADO Pencils, Eagle Pencil Co.
MIRATEX Ribbons, Buckeye Ribbon & Carbon Co.
MI-REFERENCE Personal Financial Records, Pfening & Snyder.
MISCO Post Card Duplicators, Mimeograph Supply Co.
MISTAKE MASTER Erasers, V. & E. Mfg. Co.
MITCHELL Fluorescent Desk Lamps and Air Conditioners, Mitchell Mfg. Co.
MITE Postal Scales, B-T Co., Inc.
MITTO Liquid Stencil Inks, Superior Marking Equipment Co.

MITVOL Ribbons and Carbons, Mittag & Volger, Inc.
MOBILAIRE Electric Fans, Westinghouse Electric Corp.
MOBILE Parallel Ruling Straightedges, Mayline Co., Inc.
MOBILWALLS Steel Partitions, Virginia Metal Products, Inc.
MODEL Daters, William A. Force & Co.
MODELINE Modeling Clay, Binney & Smith, Inc.
MODE-MAKER Desks and Tables, General Fireproofing Co.
MODERN Box Files, Weis Mfg. Co.
MODERN Desk Pads, Modern Desk Pad Mfg. Co.
MODERN Wall Calendars, Tablets and Pads, Kurtz Bros.
MODERN ADDRESS-AID Labels, Bison Research Service.
MODERN AMERICAN Steel Desk, Browne-Morse Co.
MODERN COPY-AID Carbon Paper, Bison Research Service.
MODERN DE LUXE Postal Scales, IDL Mfg. & Sales Corp.
MODERN VIKING Paper Drinking Cups, Boston Drinking Cup Co.
MODERN WRITING Penholders, Joseph Dixon Crucible Co.
MODERN WRITING Steel Pens, Eagle Pencil Co.
MODERNAIRE Steel Desks, Invincible Metal Furniture Co.
MODERNE Desk Lamps, Lincoln Lighting Products, Inc.
MODERNFOLD Doors, New Castle Products.
MODERNISTIC Pencil Clips, L. D. Van Valkenburg Co.
MODU-AIRE Air Conditioning Unit, U. S. Air Conditioning Corp.
MODU-DESK Sectional Office Furniture, Great Lakes Furniture Co.
MOGUL Ring Books, National Blank Book Co.
MOHAWK Tablets and Pads, Mohawk Tablet Co.
MOHAWK Sectional Post Binders, Wilson Jones Co.
MOHAWK CHIEF Soap Rubber Erasers, Weldon Roberts Rubber Co.
MOISTIX Moistener, Bernay Products Co.
MOISTRITE Mimeo Bond and Offset Papers, Mead Sales Co., Inc.
MOISTURE-PROOF Pencils, Eagle Pencil Co.
MOLDMASTER Cash Box Trays, Art Steel Sales Corp.
MOLLOY MADE Leatherette Accessories, S. K. Smith Co.
MOLTEX Foam Rubber Cushioning, American Latex Products Corp.
MONA LISA Colored Oil Chalk Crayons, Koh-I-Noor Pencil Co., Inc.
MONARCH Adding Machines and Typewriters, Remington Rand Inc.
MONARCH Box Trucks, Tote Boxes, Plycraft Corp.
MONARCH Chalk and Eraser Sets, Weber Costello Co.
MONARCH Costumer, Valco Co.
MONARCH Current Ledger Outfits, A. E. Boyce Co.
MONARCH Dating Stamps, Wm. A. Force & Co.
MONARCH Duplicators, Marr Duplicator Co., Inc.
MONARCH Office Printing Outfits, Force Western, Inc.
MONARCH Paper Trimmers, Milton Bradley Co.
MONARCH Pencils, Monarch Pencil Co.
MONARCH Price-Marking Equipment, Monarch Marking System Co.
MONARCH Ring Books, National Blank Book Co.
MONARCH Staples, Thumb Tacks, Pins and Paper Clips, Vail Mfg. Co.
MONARCH Tabulating Card Tub Files and Sorting Racks, Monarch Metal Products, Inc.
MONARCH Typewriter Stands, Maso Steel Products
MONCO Ink Eradicators and Inks, Mongol Chemical Co.
MONDEX Pocket Memo Books, Nascon Products Division
MONGOL Pencils, Erasers and Leads, Eberhard Faber Pencil Co.
MONITOR Circular Slide Rules, Tavella Sales Co.
MONITOR Desk Calendars and Refills, Ever Ready Calendar Mfg. Co.
MONOCHROME Fountain Pens and Pencils, Monochrome Pen Co.
MONOGRAM Book Matches, Monogram of California
MONOGRAMER Initialing Machines, Roberts, Cushman & Co.
MONOMATIC Tape Recorders, Pentron Corp.
MONO-PIN Price Tickets, A. Kimball Co.
MONOSOL Ink Eradicators, Scriptex Products Co., Inc.
MONO-OUTLOOK Envelopes, U. S. Envelope Co.
MONOWALL Wall Covering, Armstrong Cork Co.
MONROE Adding, Calculating, Bookkeeping and Checkwriting Machines, Monroe Calculating Machine Company, Inc.
MONROE Box Letter Files, Weis Mfg. Co.
MONROE Post Binders, Elbe File & Binder Co., Inc.
MONRO-MATIC Calculating Machines, Monroe Calculating Machine Company, Inc.
MONTE CARLO Drafting Instrument Sets, Stop Watches, J. L. Galef & Son, Inc.
MONTH-AT-A-GLANCE Appointment Calendar, Work Organizer and Memo, Nascon Products Division
MOON Copying Pencils, J. S. Staedtler, Inc.
MOONCREST Metal Desk Accessories, Smith Metal Arts Co., Inc.
MOONLIGHT Pencils, J. S. Staedtler, Inc.
MOORE Autographic Registers and Cash Drawers, Rediform Division, Moore Business Forms, Inc.
MOORE Business Forms and Salesbooks, Moore Business Forms, Inc.
MOORE Key Control Systems, P. O. Moore, Inc.
MOORE Marking Tacks, Push Pins, Hangers, Thumb Tacks and Map Tacks, Moore Push-Pin Co.
MOORE FINGERTIP Fountain Pens, Moore Pen Co.
MOORE'S MODERN METHODS Loose Leaf Systems, John C. Moore Corp.
MOORE'S STAK-TRAYS Letter Trays, Standard Industrial Products Co.
MOPPITS Mops, Howard Dustless-Duster Co.
MORO Pencils, Reliance Pencil Corp.
MORRILL Seal Presses, R. A. Stewart & Co., Inc.
MORRIS Desk Sets, Phone Rests and Sponge Cups, Bert M. Morris Co.
MORRISMEM Memo Pad Holders, Bert M. Morris Co.
MORRISET Desk Sets, Bert M. Morris Co.
MORRISHARP Electric Pencil Sharpeners, Bert M. Morris Co.
MORRISON Fountain Pens, Morrison Fountain Pen Co.
MORRISTRAY Letter Trays, Bert M. Morris Co.
MORTON Pen & Pencil Sets, Morrison Fountain Pen Co.
MORVAL Wood Office Furniture, Morval Corp.
MOSDA Clipless Paper Fastener, Lansdale Products Corp.
MOTIF Pencils, Crayons and Leads, Wallace Pencil Co.
MOTOROLA VIP Clock-Radio, Fountain Pen Set, Motorola, Inc.
MOUNTIES Photo Corners, Mounties, Inc.
MOUNT VERNON Master Units, Colonial Carbon Co.
MR. SLIM Mechanical Pencil, Quick Point Pencil Co.
MRS. AMERICA Plastic Card Files, American Plastic Corp.
MUCHA-MEMO Filing System Signals, Filing Equipment Bureau, Inc.
MULBERRY Bond Paper, Hano Paper Co., Inc.
MULTI POST Catalog File, Master Products Mfg. Co.
MULTICAL Calipers, Guedon Co.
MULTICHROME Pencils, General Pencil Co., Inc.
MULTICOPY Duplicator Papers, The Appleton Coated Paper Co.
MULTI-COPY Envelope, Western Paper Goods Co.
MULTIFAX Columnar Pads, Associated Stationers Supply Co.
MULTI-FLEX Binder Racks, Diebold, Inc.
MULTI-FOLD Business Forms, Uarco Incorporated
MULTIGRAPH Duplicators and Folding Machines, Addressograph-Multigraph Corp.
MULTIGRIP Paper Crimper, Fred Baumgarten
MULTI-KLEEN'R Type Cleaners, The Multistamp Co., Inc.
MULTIKOPY Ribbons, Carbons and Duplicating Supplies, F. S. Webster Co.
MULTI-LINKT Continuous Forms, Uarco Incorporated
MULTILITH Lithographing Machines, Addressograph-Multigraph Corp.
MULTI-LOX Insulated Files, Meilink Steel Safe Co.
MULTIMASTER Reference Table, Stacor Equipment Co.
MULTI-MATIC Accounting and Pay Roll Systems, Remington Rand Inc.
MULTIOPENER Electric Envelope Opener, Commercial Controls Corp.
MULTIPLE-15 Desks and Tables, Steelcase, Inc.
MULTIPLEX Carbon-Coated Papers, General Manifold & Ptg. Co.
MULTI-PLY Continuous Forms, Uarco Incorporated
MULTIPOST Stamp Affixers, Commercial Controls Corp.
MULTI-RECORD Accounting Systems, Charles R. Hadley Co.
MULTI-RITE Accounting Board. C. E. Sheppard Co.
MULTISCOPE Stencil Scooes, The Multistamp Co., Inc.
MULTISEALER Electric Envelope Sealer, Commercial Controls Corp.
MULTI-SORT Card Sorting Systems, E-Z Sort Systems, Ltd.
MULTI-SPEED Tape Recorders, Pentron Corp.
MULTI-SPRED Strip Accounting, Charles R. Hadley Co.
MULTISTAMP Stencil Duplicators, The Multistamp Co., Inc.
MULTI-UNIT Map Systems, The Geo. F. Cram Co., Inc.
MULTIWRITE Ribbons and Carbons, Pacific Carbon & Ribbon Mfg. Co.
MULTO Calculating Machine, Addo Machine Co., Inc.
MULT-O Loose Leaf Metals, Wire-O Corp.
MULTO RING Binders, Cooks', Inc.
MULTUM Die Plate Daters, James H. Matthews & Co.
MUN-KEE Stamp Pads and Inks, Bates Mfg. Co.
MUNSEY Typewriter Papers, Milton Bradley Co.
MUNSON PNEUMATIC Typewriter Cushion Keys, Munson Supply Co.
MUR-MILL Upholstered Office Chairs, Murphy-Miller, Inc.
MURRAY Electro-Stylus, American Stencil Mfg. Co.
MUSCULAR Steel and Silver Steel Pens, Eagle Pencil Co.
MUTUAL Pay Roll and Withholding Tax Record Books, Mutual Publishers.
MUTUAL Staple Removers, Mutual Stationers Supply Corp.
MUTUAL Typewriter Papers, Eureka Blank Book Co.
MYBRO Finger Pads, Molded Rubber Co.
MYFILE Desk Organizers, The Globe-Wernicke Co.
MY PAL Salesmen's Sample Cases, Knickerbocker Case Co.
MYSTIC Pencils, General Pencil Co.
MYSTIK Cloth Tapes and Masking Tapes, Mystik Adhesive Products.

NUMERICAL BRANDS

2-DEX Phone Address Books, Elbe File & Binder Co., Inc.
3 IN 1 Desk Calendars, Columbian Art Works, Inc.
3-ON Check Binders, National Pass Book & Supply Co.
3-STEP Permanent Storage Binders, Elbe File & Binder Co., Inc.
4-FIL Fountain Pens, Welty Pen & Repair Co.
4 IN 1 Desk Calendars, Columbian Art Works, Inc.
4 STAR Bond Papers, Southworth Co.
5 IN 1 Hand Numbering Machines, American Numbering Machine Co.
20TH CENTURY Duplicators, Marr Duplicator Co., Inc.
20TH CENTURY Interest Tables, Signs and Bulletin Boards, The Twentieth Century Co.
20 WINKS Two Seater Couches, Stationers Mfg. Co.
"21" Fountain Pens, Parker Pen Co.
"37" SUPER WHITE Artists' White, Craftint Mfg. Co.
40 WINKS Office Couches, Stationers Mfg. Co.
"51" Fountain Pens, Mechanical Pencils and Inks, Parker Pen Co.
"66" Drawing Inks, Craftint Mfg. Co.
100 YEAR Fountain Pens and Mechanical Pencils, Waterman Pen Co., Inc.
231P First Class Mail Scale, Detecto Scales, Inc.
"505" MAGNETIC MEMORY Telephone Answering Device, Magnetic Recording Industries.
940 Legal Ruled Pads, Yerg, Inc.
1100 LINE Desks, Peerless Steel Equipment Co.
1500 LINE Metal Desks, Art Metal Construction Co.
2000 Portable Typewriter, Paillard Products, Inc.
5036 School Crayons, Walbuck Crayon Co.
5036-SOL Art Chalk, Walbuck Crayon Co.
6600 LINE Filing Cabinets, Peerless Steel Equipment Co.

N

NBC Leather Goods, National Brief Case Mfg. Co.
N-C Staplers and Staples, Neva-Clog Products, Inc.
NCR Carbonless Paper, National Cash Register Co.
NPM Postal Scales and Letter Openers, Commercial Controls Corp.
NABOB Copying Pencils, Richard Best Pencil Co., Inc.
NAIRN Desk Top and Floor Linoleum, Congoleum-Nairn, Inc.
NAME-O-GRAMER Gold Embossing Machines, Roberts, Cushman & Co.
NAME-O-MATIC Payroll System, Le Febure Corp.
NAME-PRINT Pens and Pencils, The Hart Vance Co.
NAM-O-PLATE Name Plate Outfits, M. & G. Harris Co.
NAPCO Addressing Machine Plates and Supplies, National Address Plate Co.
NARIBO Stamp Albums, Thorp & Martin Corp.
NASCON AT-A-GLANCE Record Books, Nascon Products Division
NATCO Crayons, National Crayon Co.
NATIONAL Bank Pins, Star Pin Co.
NATIONAL Brief Cases and Portfolios, National Brief Case Mfg. Co.
NATIONAL Brief Covers, Photo Mailing Envelopes, Binder Covers and Tags, National Fiberstok Envelope Co.
NATIONAL Carbon Papers, The Buckeye Ribbon & Carbon Co.
NATIONAL Cash Registers and Business Machines, National Cash Register Co.
NATIONAL Copying and Colored Pencils, National Pencil Co.
NATIONAL Crayons and Chalk, National Crayon Co.
NATIONAL Desks and Office Furniture, National Desk Co.
NATIONAL Gummed Tape Dispensers, Nashua Package Sealing Div.
NATIONAL Label Decalcomanias, National Decalcomania Corp.
NATIONAL Ledgers, Binders, Bound Books, Sheet Holders and Accounting Systems, National Blank Book Co.
NATIONAL Paper Trimmers, Milton Bradley Co.
NATIONAL Photo Mailers, National Fiberstok Envelope Co.
NATIONAL Postal Scales, Pelouze Mfg. Co.
NATIONAL Rubber Type, Pannier Corp.
NATIONAL School Furniture, National School Equipment Co.
NATIONAL BUILT Upholstered Furniture, National Furniture Mfg. Co., Inc.
NATION-WIDE OFFICE-AIDE Wage Calculators and Payroll Records, The Colonial Co.
NAT-LOCK Post Binders, National Blank Book Co.
NAT-MAT Showcard and Mountboard, National Card, Mat & Board Co.
NATTY LEE Sleeve Protectors, Stationers Specialty Co.
NATURAL SLATE Blackboards, National School Slate Co.
NAVAJO CHIEF Soap Rubber Erasers, Weldon Roberts Rubber Co.
NAVIGATOR Pencils, Koh-I-Noor Pencil Co., Inc.
NEARLEATHER Envelopes, Globe-Wernicke Co.
NEATYPE Type and Platen Cleaners, Starkey Chemical Process Co.
NECO BRAND Ribbons and Carbons, Nelson-Eismann Co.

NECO NEAT Carbons, Nelson-Elsmann Co.
NEEDLEPOINT Thumb Tacks and Marking Tacks, Hampden Mfg. Co., Inc.
NEEDLESORT Edge-punched Cards, Punches, Boeckler Instrument Co.
NEED-L-POINT Thumb Tacks, Shelton Tack Co.
NEENAH Bond and Typewriter Papers, Neenah Paper Co.
NEETSTIK Rubber Cement, Crescent Products Co.
NEGA-PRINT Photo Albums, Trussell Mfg. Co.
NEGRO Pencils and Leads, Koh-I-Noor Pencil Co., Inc.
NEIDICH Ribbons and Carbons, Neidich Process Div.
NEIMAN Steel Shelving, Neiman Steel Equipment Co., Inc.
NEKOOSA Bond Papers, Nekoosa-Edwards Paper Co.
NELSON Vertical Paper Cutters, Nelson Vertical Paper Cutter Co., Inc.
NEMCO Waste Baskets, F. H. Lawson Co.
NEOPOLITAN Mimeograph Papers, Milton Bradley Co.
NEO-SEAL Card Holders, Cuff Protectors, Robert Mfg. Co.
NEO-SPONGE Standing Mats, American Floor Products Co.
NESTEX Chair Cushions, Style-Crafters, Inc.
NEST-KARTS Office Cart, Continental Fixtures Co.
NESTOR Marking Inks, Superior Marking Equipment Co.
NEUSTYLE Letter Files, Acme Letter File Co.
NEU-TAK Hammers and Staples, Burgess Fastening Co.
NEUTRA-TONE GRAY Desks and Cabinets, Yawman and Erbe Mfg. Co.
NEVA-CLOG Staplers and Staples, Neva-Clog Products, Inc.
NEVAMAR Plastic Desk Tops, National Plastic Products Co.
NEVATAK Pencil Carbon, Curtis-Young Corp.
NEVATOUCH Spirit Carbon Master Units, Curtis-Young Corp.
NEVERIP Blackboard Erasers, Beckley-Cardy Co.
NEVERKNOT Cord Coiler, The Neverknot Co.
NEV-R-KURL Carbon Papers, Phillips Process Co., Inc.
NEW "B" Duplicating Stencils, Vari-Color Duplicator Co.
NEW DANDY Envelope Sealer, Bainbridge, Kimpton & Haupt, Inc.
NEW ERA Magnifiers, New Era Optical Co.
NEW LIFE Library Furniture, John E. Sjostrom Co.
NEW MARVEL Magnifying Mechanical Pencils, The Pen-N-Pencil Co.
NEW NATURAL SYSTEM Indexing System, Wabash Filing Supplies, Inc.
NEW REXBILT Brief Cases and Zipper Envelopes, New Rexbilt Leather Goods Corp.
NEW TACK Tacking Machines, Burgess Fastening Co.
NEW WAY Erasers, Blaisdell Pencil Co.
NEWAY Photo Mounts, E. E. Miles Co.
NEWCO Folding Chairs, Newco Products
NEWMAN Signs and Nameplates, Newman Bros., Inc.
NEWMAN Watchmens Clocks, Detex Watchclock Corp.
NEWS Pencils, General Pencil Co.
NEWSCOPY Ribbons, International Carbon & Ribbon Co., Inc.
NEWSPAPER Pencils, Blaisdell Pencil Co.
NEWSPRINT Pencils, National Pencil Co.
NEWSTAND Reading Racks, Lynch-Jamentz Co.
NEWS-WRITER Editorial Pencils, A. W. Faber-Castell Pencil Co., Inc.
NIABOND Duplicator Paper, Niagara Duplicator Co.
NIAGARA Stencil Duplicators and Supplies, Niagara Duplicator Co.
NIAGARA ACTION Lounge Chair, Niagara Mfg. & Distributing Co., Inc.
NIASCOPE Stencil Scopes, Niagara Duplicator Co.
NIATYPE Blue Stencils, Niagara Duplicator Co.
NIBLICK Pencils, Blaisdell Pencil Co.
NICHOLS Autographic Registers and Supplies, H. W. Nichols Salesbook Co.
NICK AND PULL Pencils, Blaisdell Pencil Co.
NIFTY Packaged Envelopes, Paper, Birmingham Paper Co.
NIFTY Paper Clips, Noesting Pin Ticket Co., Inc.
NIGHTINGALE Lamps, Adjustable Fixture Co.
NILE Pencil Erasers, Weldon Roberts Rubber Co.
N-LINE Postal Scales, Pelouze Mfg. Co.
NO CURL NO SMUDGE Carbon Paper, Peerless-Imperial Co., Inc.
NO CURL WON'T STICK Pencil Carbon, Peerless-Imperial Co., Inc.
NO DENT Rubber Cushions, Master Mfg. Co.
NO ODOR Opaque Inks, Fulton Marking Equipment Co.
NOBEMA Artists Materials, Nobema Products Corp.
NOBLEWEST Marking Equipment, Noble & Westbrook Mfg. Co.
NOBLOT Ink Pencils, Eberhard Faber Pencil Co.
NO-BLOT Desk Pads, Sun Rubber Co.
NOELTING-FAULTLESS Casters, Glides, Faultless Caster Corp.
NOESTING Pin Tickets, Clips and Thumb Tacks, Noesting Pin Ticket Co., Inc.
NOESTRING Envelopes, The Cooke & Cobb Co.
NOETAPE Envelopes, The Cooke & Cobb Co.
NO-GLARE KONKAVE Keytops, Typewriter Equipment Co.
NOGLOSS Showcard Colors, S. S. Stafford, Inc.
NOISELESS AUTOMATIC Typewriter Noise Absorbers, Speed Key Corp.
NOKEE Binder Metals, Tenacity Mfg. Co.
NO-KEY Sectional Post Binders, A. E. Boyce Co.
NO-KINK Telephone Cord Covers, Frank Paper Products Corp.
NOLO Desk Tops, Auburn Mfg. Co.
NO-MAR Chair Cups and Rests, The Bassick Co.
NOMAR Gum Cleaner Erasers, Eagle Pencil Co.
NOMAD Sectional Post Binders, Wilson Jones Co.
NO-MEK Pen Brushes, Inks, Ribbons and Carbons, No-Mek Pen Co.
NON-SHINE Chair Pads, Polar Mfg. Co.
NON-SKID Desk Top Buttons, Glaziers' Tool Mfg. Corp.
NON-SKID Gem Clips, Vail Mfg. Co.
NON-SKID Platen Twirlers, Speed Key Corp.
NON-SKID Ventilated Finger Pads, Blaisdell Pencil Co.
NON-SLIP Flexible Steel Rules, National Rule Co.
NON SMEAR Stamp Pads and Inks, Ranger Products Co.
NON-SPILL Ink Well and Pen Set, Preferred Products Co.
NON-STOP Fountain Pens, Mechanical Pencils and Sets, Non-Stop Pen & Pencil Co.
NON-TACK Pencil Carbon, F. S. Webster Co.
NO-ODOR Smoking Stands, Lake Specialty Co.
NO-OVER-FLO Sponge Cups, Sengbusch Self-Closing Inkstand Co.
NORCOR Chairs and Tables, Norcor Mfg. Co., Inc.
NORFIELD Forms, Posting Trays and Peg Boards, Norfield Methods & Procedures, Inc.
NORFOLD Paper Towels, Northern Paper Mills.
NO-RINKLE Black and Liquid Colors, Keuffel & Esser Co.
NORIS QUALITY Drawing Instruments, Noris Instruments, Ltd.
NORMA Mechanical Pencils, Norma Pencil Corp.
NORMAN Post Binders, National Blank Book Co.
NO-ROLL Crayons, Milton Bradley Co.
NORSE FIBRE Commercial Envelopes, U. S. Envelope Co.
NORTA Plastic Type Cleaners, Norta Distributing Co.
NORTHEAST MILLS Paper Products, Northeast Mills Paper Co.
NORTHMORE'S Stamp and Tape Dispensers, Northmore's.
NORTH STAR Filing Envelopes, Smead Mfg. Co., Inc.
NORTHKRAFT Filing Folders, Shaw-Walker Co.
NORTHWEST Filing Cabinets, Northwest Metal Products Co.
NORTHWESTERN Telephone Toll Timers, Northwestern Clock Co.
NORWOOD Drawing Tables, Frederick Post Co.
NO-SLIP Floor Coating, Time Saving Specialties
NOTABENE Pencils, Swan Pencil Co., Inc.
NOTACK Pencil Carbon Papers, Old Town Corporation
NOTATION Pencils, General Pencil Co.
NOTEAR Price Book Indexes, Boorum & Pease Co.
NO-TYE Expanding Wallets, Cooke & Cobb Co.
NU ART Mimeograph Papers, Duplicating Papers, Inc.
NU TONE Office Chimes and Clocks, Nu Tone, Inc.
NUACE Mounting Corners, Labels, Ace Art Co.
NU-AIR Window Fans, Meier Electric & Machine Co.
NUBIAN Carbon Papers, The Carter's Ink Co.
NUBIAN Fibre Filing Folders, Wabash Filing Supplies, Inc.
NU-CRAFT Coin Trays and Cabinets, Nu-Craft Products Co.
NUCRAFT Office Furniture, Nucraft Furniture Co.
NU-KOTE Pen or Pencil Carbon, Mittag & Volger, Inc.
NULITE Fluorescent Desk and Floor Lamps, Shepard Engineering Co.
NU-LOCK Catalog Binders, McMillan Book Co.
NUMBER PLEASE Desk Telephone Indexes, Nascon Products Division
NUMBERETTE Numbering Machines, American Numbering Machine Co.
NUMBERGRAPHS Serially Numbered Metal Plates, Metalcraft, Inc.
NUMERIA Calculating Machine, J. E. Albright & Co.
NUMER-RING Binders, National Blank Book Co.
NUPAL Cellophane Tape Dispenser, Perma Products Co.
NUPASTEL Color Sticks, Eberhard Faber Pencil Co.
NU-PLAST Mechanical Bindings, General Binding Corp.
NU-STYLE Albums, Binders, Nu-Style Album and Binder Co.
NU-STYLE Box Letter Files, Acme Letter File Corp.
NUTTING Trucks and Casters, Nutting Truck & Caster Co.
NU-TYPE Rubber Stamp Pads, Fulton Marking Equipment Co.
NUTYPE Type and Hand Cleaner, Walter G. Gies Co.
NU-VISE Colored Signals, George B. Graff Co.
NU-VIZ Signals, George B. Graff Co.
NU-WAY Decalcomania Transfers, National Decalcomania Corp.
NYCO Slate Blackboards, N. Y. Silicate Book Slate Co.
NYLIN Typewriter Ribbons, American Stencil Mfg. Co.
NYLO-GLIDE Storage Files, Record Files, Inc.
NYLONIZED BOLTAFLEX Plastic Upholstery Fabric, Bolta Corporation
NYLRO Nylon School Bags, A. Reif & Co.
NYOIL Typewriter Oil, William F. Nye, Inc.

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O-BAC Binders, Elbe File & Binder Co., Inc.
O.K. Paper Fasteners, Oakville Co.
O.K. Pin Tickets, A. Kimball Co.
OK Typewriter Oil, Cardinell Corp.
O.K. Typewriter Ribbons and Hand Cleaner, F. S. Webster Co.
OAK LEAF Paper Fasteners and Thumb Tacks, Oakville Co.
OAKITE Solvents, Oakite Products, Inc.
OAKVILLE Paper Eyelets and Fasteners, Thumb Tacks, and Price Card and Ticket Holders, Oakville Co.
OASIS Electric Dehumidifiers, Water Coolers, Ebco Mfg. Co.
OBRO Staplers, Markwell Mfg. Co., Inc.
OCTAGON Cord and Twine, Lees Mfg. Co.
ODHNER Adding Machines, Facit, Inc.
ODOR-MASTER Electric Deodorizer, Columbia Chemical Co., Inc.
OFFICE Collator, J. Curry Mendes Corp.
OFFICE BOY Moisteners, A. C. Hummel Co.
OFFICE SPECIAL Ribbons and Carbons, The Buckeye Ribbon & Carbon Co.
OFFICE VALET Wardrobe Racks, Vogel-Peterson Co.
OFFICE-ETTE Portable Offices, Arnot-Jamestown Division
OFFICE-RITER Typewriter, Remington Rand Inc.
OFFICIAL Pocket Seals and Money Changers, Meyer & Wenthe, Inc.
OFFICIAL Ribbons and Carbons, Snelling & Son.
OFFICIAL Typewriter Ribbons, American Carbon Paper Mfg. Co.
OHIO Barometers, Thermometers, Ohio Thermometer Co.
OHIO Box Files, The Globe-Wernicke Co.
OHMER Cash Registers, Register Div., Rockwell Mfg. Co.
OKAY Colored Pencils, Eberhard Faber Pencil Co.
OLD COUNCIL TREE Bond & Typewriter Papers, Neenah Paper Co.
OLD DEERFIELD BOND Typewriter Paper, Millers Falls Paper Co.
OLD DUTCH Ribbons and Carbons, Waters and Waters Branch
OLD DUTCH LINE Ribbons and Carbons, Old Dutch Line
OLD ENGLISH Bond and Ledger Papers, Valley Paper Co.
OLD ENGLISH Pencils, Wallace Pencil Co.
OLD FAITHFUL Chalk Squares, American Crayon Co.
OLD FASHIONED Pin Tickets, Noesting Pin Ticket Co., Inc.
OLD HAMPSHIRE Typewriter Paper, American Pad & Paper Co.
OLD HICKORY Ribbons, Carbons and Duplicating Supplies, Quest Mfg. Co.
OLD IRONSIDES Ledger Papers, Gilbert Paper Co.
OLD OAK TREE Carbon Papers, F. S. Webster Co.
OLD SPANISH Brief Covers, Cooke & Cobb Co.
OLD STYLE Coin Wrappers, C. L. Downey Co.
OLD TOWN Ribbons, Carbons, Duplicating Supplies, Old Town Corporation
OLD TOWN EIGHTY Carbon Paper, Old Town Corporation
OLD TOWN SEVENTY-SEVEN Carbon Paper, Old Town Corporation
OLIVETTI Printing Calculators, Typewriters, Olivetti Corp. of America
OLSEN MARK Marking Equipment, Olsen Mark Corp.
OLYMPIA Typewriters, Inter-Continental Trading Corp.
OLYMPIC Binders, The Federbush Co., Inc.
OLYMPIC Pencils, Reliance Pencil Corp.
OMEGA Chalk, Weber Costello Co.
OMEGA Colored Pencils, Richard Best Pencil Co.
OMEGA Type Cleaner, Mittag & Volger, Inc.
ONE-FIFTY Upholstered Chairs, Toledo Woodworks Co.
ONE-FOR-ALL Ball Pen Cartridges, Fisher Pen Co.
ONE-FORTY Tracing Paper, Frederick Post Co.
ONETIMESAVER Interleaved Carbon Snapout Forms, R. A. Taylor Corp.
ONION SKIN FINISH Carbon Paper, American Ribbon & Carbon Co., Inc.
ON-R-OFF Stationery Racks, Maso Steel Products
ONTARIO Pencils, A. C. McClurg & Co.
OPALINE Tracing Paper, Cardinell Corp.
OPAQUE Stamp Pads, Superior Marking Equipment Co.
OPNWINDO Steel File Guides, Charles C. Smith, Inc.
ORANGE BOX LINE Wire Staples, Majestic Staple Co.
ORANGE CORE Gummed Tape, Hudson Pulp & Paper Corp.
ORBIC Ball-Point Fountain Pens, Eagle Pencil Co.
ORCHID Ribbons and Carbons, Rochester Ribbon & Carbon Co., Inc.
ORCO Photocopying Equipment, Orco Cameras, Inc.
ORDER BOOK Pencils, Joseph Dixon Crucible Co.
ORDRO Book Rack, P. S. Murphy & Co., Inc.
OREGON FIR Pencils, Joseph Dixon Crucible Co.
ORIENT Mucilage, Crescent Products Co.
ORIENTAL Copying Pencils, Koh-I-Noor Pencil Co., Inc.
ORIGINAL LOTTER Drawing Instruments, Nobema Products Corp.
O-RING-O Pencils, A. W. Faber-Castell Pencil Co., Inc.

ORIOLE Pencils, Joseph Dixon Crucible Co.
ORLOFF Drawing Pencils, Eagle Pencil Co.
ORMIG Spirit Duplicator, Copy-Craft, Inc.
ORTHO-PHASE LOG LOG Slide Rules, Pickett & Eckel, Inc.
OSBORN Brushes, The Osborn Mfg. Co.
OSCALATOR Appliance Trucks, Reardon Products
OSCO Desk Pads and Card Index Cabinets, Osco Stationery Co.
O-SO-KLEAN Coated Spirit Carbon, The Heyer Corp.
OTHELLO Pencils, Swan Pencil Co., Inc.
OTTAWA SATIN FINISH Upholstery Leather, Eagle-Ottawa Leather Co.
OUTLINE Pencils, Koh-I-Noor Pencil Co., Inc.
OUTLOOK Envelopes, Outlook Envelope Co.
OUTLOOK Expanding Files, The Cooke & Cobb Co.
OUTOSIGHT Telephone Index Attachments, G. A. Higbee Co.
OUT-RITE Ink Eradicators, S. S. Stafford, Inc.
OVAL Carpenters' Pencils, Eberhard Faber Pencil Co.
OVAL Pen and Pencil Sets, Morrison Fountain Pen Co.
OVALOID Tracing Paper, Frederick Post Co.
OWL Paper Clips, Oakville Co.
OXBERRY MANILA Second Sheets, L. Hyman & Sons
OXCELOID Guide Tabs, Oxford Filing Supply Co.
OXFORD Desk Accessory Line, S. K. Smith Co.
OXFORD Electric Clocks, Gibraltar Mfg. Co., Inc.
OXFORD Envelopes, Filing Supplies and Labels, Oxford Filing Supply Co.
OXFORD ANTIQUE Mimeo Papers, Vari-Color Duplicator Co.
OXFORD GRADE Index Cards and Folders, Oxford Filing Supply Co.
OZALID Photocopying Equipment, Ozalid
OZITE Chair Felt Padding, American Hair & Felt Co.

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PC Paper Drinking Cups, Solo Cup Co.
PC Stencil Duplicator Supplies, Polychrome Corp.
PDQ Interest Tables, The Twentieth Century Co.
P.E.C. Posting Trays and Stands, Posting Equipment Corp.
P & H Electric Print Dryers, P. & H. Sales Corp.
PM Catalog Binders, Remington Rand Inc.
PPC Cleansing Cream, Duplicating Fluid, Potomac Products Corp.
PR - 76 Typewriter Ribbons, Mittag & Volger, Inc.
P.T.M. Tracing Paper, Frederick Post Co.
PAASCHE Airbrushes, Paasche Airbrush Co.
PACEMAKER Binders, Master-Craft Corp.
PACEMAKER Carbon Paper, A. P. Little, Inc.
PACEMAKER Daters and Numberers, Consolidated Stamp Mfg. Co., Inc.
PACEMAKER Desks, Myrtle Desk Co.
PACEMAKER Ribbons and Carbons, Allied Carbon & Ribbon Mfg. Corp.
PACEMAKER Staplers, Markwell Mfg. Co., Inc.
PACER BRAND Carbons, Franklin Ribbon & Carbon Co.
PACESETTER Duplicator Master Units, Copy-Plus, Inc.
PACKARD'S Interest Tables, Appleton-Century-Crofts, Inc.
PACKER Label, Tape and Envelope Moisteners, Better Packages, Inc.
PACKET LINE Upholstered Furniture, Grand Rapids Leather Furniture Co.
PACORD Paper Covered Twine, Tubbs Cordage Co.
PACS Carbon Paper Packets, Carbon Paper Pac Co.
PAD N'PENCIL Memo Pad with Pencil, Quigley Co.
PADCRAFT Legal, Office and Scratch Pads, Osborn Paper Co.
PAD-PAX Boxed Paper Pads, Ehlert Products
PADS-IT Padding Compound, Snapout Cement, Commercial Paste Co.
PAGEWRITER Reservoir Pen, Pagewriter Pen Co.
PAGE END-ICATOR Platens, Shipman-Ward Mfg. Co.
PAINT WITH PENCILS Watercolor Pencil Art Kit, Eberhard Faber Pencil Co.
PAINT-RITE Crayons, National Crayon Co.
PAINTSTICKS Marking Crayons, Markal Co.
PACKNEAT Sealing Tapes, Warshaw Mfg. Co., Inc.
PAK-TYER Package Tying Machine, Felins Tying Machine Co.
PALMER METHOD Penmanship Courses, Pens and Penholders, Tablets and Pads, The A. N. Palmer Co.
PALMFIT Staplers, E. H. Hotchkiss Co.
PALMLAC Decals, Palm Bros. Decalcomania Co.
PAMPECO Artists' Materials, Nobema Products Corp.
PANAMA Ribbons, Carbons and Duplicating Supplies, Manifold Supplies Co.
PAN AMERICAN Bronze Tablets, Signs and Nameplates, Pan American Bronze Co.
PANAMA-BEAVER Ribbons and Carbons, Manifold Supplies Co.
PANDA Pencil Leads, Panda Pencil Lead, Inc.
PANEF-OIL Fine, General Service Oil, Panef Mfg. Co., Inc.
PANEL-ETTE Movable Office Partitions, Otis Steel Products Corp.
PANIRA Carbon Papers, Manifold Supplies Co.
PANNIER Rubber Stamps and Stamp-Making Equipment, Pannier Corp.
PANORAMIC Sales Cases, Knickerbocker Case Co.
PANTHER Ribbons and Carbons, American Stencil Mfg. Co.
PAPER PICTURE CRAFT Educational Pictures, Finch & McCullough
PAPEREX Colored Pencils, Joseph Dixon Crucible Co.
PAPER-MATE Ball Point Pen, Paper-Mate Co., Inc.
PAPEROID Envelopes, Wallets, Alvah Bushnell Co.
PAP-R PRODUCTS Bill Straps, Pap-r Products
PARA Rubber Type, Wm. A. Force & Co., Inc.
PARAGON Blackboards, N. Y. Silicate Book Slate Co.
PARAGON Desk Calendars, Ever Ready Calendar Mfg. Co.
PARAGON Drafting Machines and Scales, Keuffel & Esser Co.
PARAGON Duplicator Papers. The Munising Paper Co.
PARAGON Inkstands, Pin Cups, Paper Weights, Frank A. Weeks Mfg. Co.
PARAGON Numbering Machines, William A. Force & Co., Inc.
PARAGON Ribbons and Carbons, Remington Rand Inc.
PARALINE Drafting Instrument, Pickett & Eckell, Inc.
PARALLEX Wire-Bound Tablets; Pads and Stenographic Notebooks, Highland Mfg. Co.
PARAMOUNT Carbon Paper, Frye Mfg. Co.
PARAMOUNT Desk Files, The Federbush Co., Inc.
PARANITE Feed Rolls, Platens, Shipman-Ward Mfg. Co.
PARAPINK Erasers, A. W. Faber-Castell Pencil Co., Inc.
PARA-PRONG Binders, Remington Rand Inc.
PARATILT Drawing Board, Frederick Post Co.
PARCHMENT DEED Papers, Southworth Co.
PARCHMENT RECORD Typewriter Paper, Southworth Co.
PARK AVENUE Carbon Papers, Royal Typewriter Co., Inc.
PARK BRAND Manila Folders, Imperial Methods Co.
PARKAY Wall and Floor Coverings, Parkay, Inc.
PARKER Fountain Pens, Pencils and Inks, Parker Pen Co.
PARKER'S Blotting Papers, Joseph Parker & Son Co.
PARKER Storage Files and Cabinets, Parker Steel Products, Inc.
PARKO Gloss Polish and Cleaners, Park Chemical Co.
PARKRAFT Coin and Catalog Envelopes, Quality Park Envelope Co.
PARR Rubber Bands, Finger Tips and Typewriter Keys, Speed Products Co., Inc.
PARROT Binder Clips, Speed Products Co., Inc.
PARROT Pen Points, Jaclin Stationery Corp.
PARROT Pins, Imperial Fastener Co.
PARSONS Ledger and Bond Papers, Parsons Paper Co.
PARSUL Gummed Tape Sealers, Seymour Products Co.
PARTITION-ETTES Office Partitions, Arnot-Jamestown Division
PASCACK Typewriter Ribbons, Mittag & Volger, Inc.
PASTELLO Crayons, American Crayon Co.
PASTICK Liquid Paste, Scriptex Products Co., Inc.
PAT KEY KEEPER Retracting Key Chain, Ketcham & McDougall, Inc.
PAT REMEMO Memo Pad, Ketcham & McDougall, Inc.
PAT PENCIL Pencil on Reel, Ketcham & McDougall, Inc.
PATHFINDER Accounting Systems, Loose Leaf Forms and Binders, Charles R. Hadley Co.
PATRICIAN Ribbons and Carbons, Remington Rand Inc.
PATRICIAN Shelving, All-Steel Equipment Inc.
PATRIOT Pen and Pencil Sets, Morrison Fountain Pen Co.
PATRIOTIC Pencils, Wallace Pencil Co.
PATRIOTIC Pencils, American Pencil Co.
PATROL Pencils, Eagle Pencil Co.
PATROL Watchmen's Clocks, Detex Watchclock Corp.
PAWK MOTORASER Erasing Machine, Keuffel & Esser Co.
PAX Cleansing Creams and Soaps, G. H. Packwood Mfg. Co.
PAYCOMPTROLLER Pay Roll and Accounting Systems, Business Systems Corp.
PAYMASTER Checkwriters, Paymaster Corp.
PAYMASTER Pay Roll Books, Sefer Publishing & Bookbinding Co., Inc.
PAYONS Painting Crapons, American Crayon Co.
PAYWRITE Systems, The Reynolds & Reynolds Co.
PAYZANT Lettering Pens, Keuffel & Esser Co.
PEACHTREE Ribbons and Carbons, Hynes Mfg. Co.
PEARL 4-WAY Desk Classifiers, Boomerang Chair Pad Co.
PEASE Continuous Printers and Blueprint Machines, The C. F. Pease Co.
PEATROPHONE Telephone Answering Device, Connecticut Telephone and Electric Corp.
PECK & HARVEY Continuous Printers, P. & H. Sales Corp.
PED FOLDS Typewriter Raising and Lowering Mechanism, Stow & Davis Furniture Co.
PED TYPES Typewriter Raising and Lowering Mechanism, Stow & Davis Furniture Co.
PEDICUSHON Standing Mat, L. M. Bickett Co.
PEERCO Steel Filing Cabinets, Peerless Steel Equipment Co.
PEERLESS Ash Trays, Card Holders, Richmond Pressed Metal Works, Inc.
PEERLESS Cork Bulletin Boards, Beckley-Cardy Co.
PEERLESS Drawing Stands, Chas. Bruning Co., Inc.
PEERLESS Duplicator Inks, Peerless Ink Corp.
PEERLESS Globes, Weber Costello Co.
PEERLESS Loose Leaf Supplies, Wilson Jones Co.
PEERLESS Mailing Tubes, Ames Safety Envelope Co.
PEERLESS Mucilage, The Commercial Paste Co.
PEERLESS Paper Clips, Noesting Pin Ticket Co., Inc.
PEERLESS Photocopy Equipment, Peerless Photo Products, Inc.
PEERLESS Roll Leaf Hot Stamping Presses, Peerless Roll Leaf Co., Inc.
PEERLESS Steel Filing Cabinets and Desks, Peerless Steel Equipment Co.
PEERLESS Typewriter Key Tops, Twirlers and Shock Absorbers, Peerless-Imperial Co., Inc.
PEERLESS Wood Card Trays, Globe-Wernicke Co.
PEERLESS ALL-STEEL Parcel Post Scales, Triner Scale & Mfg. Co.
PEERLESS PATENT Bookform Cards, John B. Wiggins Co.
PEERLESS TOUCHTYPE Typewriter Keys, Peerless-Imperial Co., Inc.
PEERLITE Fluorescent Fixtures, Edwin F. Guth Co.
PEGASUS Marking Inks, Superior Marking Equipment Co.
PEG STRIP Pegboard Accounting Systems, Charles R. Hadley Co.
PEIRCE Plastic Belt and Wire Dictating Machine, Peirce Dictation Systems Corp.
PELOUZE Postal Scales, Pelouze Mfg. Co.
PEN PERFECT Mimeo Paper, Hano Paper Co., Inc.
PENCIL AND INK Erasers, Joseph Dixon Crucible Co.
PENCIL CLIPPER Pencil Holder, Rowley's Office Equipment Co.
PENCIL-CRAFT Pencil Carbon Binders, Standard Manifold Co.
PENCILETTE Ball Pens, Ferber Corp.
PENCIL-INK Erasers, Eagle Pencil Co.
PENCIL-LITE Combination Pencil and Flashlight, Brownie Mfg. Co.
PENCIL PAL Pencil Holders, Thompson Tool & Mfg. Co.
PENCILTEX Tracing Cloth, Frederick Post Co.
PENCILUXE Pencil Carbon Papers, Allied Carbon & Ribbon Mfg. Corp.
PENCO Steel Office Cabinets, Lockers and Shelving, Penn Metal Corp. of Penna.
PENDAFLEX Hanging Folders, Oxford Filing Supply Co.
PANDAFLEXER Deskside Files, Oxford Filing Supply Co.
PENESEALTITE Postage-Saver Envelopes, Tension Envelope Corp.
PENETRATIVE Stamp Pads and Inks, Volger Mfg. Co.
PENETRON Tape Machine Wetting Agents, Better Packages, Inc.
PENGAD Duplicating Inks, Ribbons and Carbons, Pengad Mfg. Co.
PENGUIN Cellarettes, Refrigerator Bars, Springer Industries, Inc.
PENGUIN Ribbons and Carbons, International Carbon & Ribbon Co., Inc.
PEN-IN-INK Writing Sets, Robinson Reminders
PENINSULAR Letter Files, Weis Mfg. Co.
PENIT Fountain Pen Inks, Sanford Ink Co.
PENN Duplicator Stencils, The Shallcross Co.
PENN TAPE SAVERS Tape Dispensers, Penn Tape Savers
PENNANT Office Machine Stands, Steel Parts Mfg. Co.
PENNANT Pens and Pencils, David Kahn, Inc.
PENORTYPE Master Paper, Ditto, Inc.
PEN-RITE Fountain Pen Desk Sets and Memo Pads, Pen-Rite Corp.
PENSILUBE Lubricant, Reardon Products
PENTA-KLEEN Eraser-Cleaner, Eberhard Faber Pencil Co.
PENTRON ASTRA-SONIC Tape Recorders, Pentron Corp.
PENUSCO Fountain Pens, U. S. Victor Fountain Pen Co., Inc.
PENWELL Dip Pen Desk Sets, Waterman Pen Co., Inc.
PENWORTHY Tablets, Pads and Notebook Fillers, Lakeside Central Co.
PERENNIAL Daters, Wm. A. Force & Co., Inc.
PERFECT Blank Books, Loose Leaf Devices and Forms, Chicago Binder & File Co.
PERFECT Chair Cushions, Perfect Rubber Seat Cushion Co.
PERFECT Storage Files, Pronto File Corp.
PERFECT Typewriter Ribbons, Carbons, Peerless-Imperial Co., Inc.
PERFECT GEM Paper Clips, Noesting Pin Ticket Co., Inc.
PERFECT SECRETARY Desk Organizers, Savasort Co.
PERFECT STAND Typewriter Stand, Dorset Steel Equipment Co.
PERFECTION Account Files, Modern Account System Co.
PERFECTION Binding Straps, Alvah Bushnell Co.
PERFECTION Copying Pencils, Eagle Pencil Co.
PERFECTION Cup Sponges, Schroeder & Tremayne, Inc.
PERFECTION Desk Calendars, Moisteners and Memo Pads, Defiance Calendar Co.
PERFECTION Inkwells, Squires Inkwell Co.
PERFECTION Legal Blanks, Perfection Legal Blank Co.
PERFECTION Loose Leaf Metals, Loose Leaf Metals Co.
PERFECTION Office Machine Paper Rolls, Paper Manufacturers Co.
PERFECTION Transfer Filing Cases, Perfection Box Co.
PERFECTION Transfer Letter Files, Weis Mfg. Co.
PERFEK PAK Portable Autographic Registers, Atlantic Register Co.
PERFEX Paper Clips, Waldes Kohinoor, Inc.
PERFHECTO-CLEAN Hectograph Carbon, Kraus Ribbon & Carbon Co.
PERFHECTO-WRITER Hectograph Carbon, Kraus Ribbon & Carbon Co.
PERKYPAD Auto Expense Records and Memo Pads, Wilson Memindex Co.
PERMA Chair Mats and Clipboards, Geo. E. Fox & Co.
PERMA Pressed Crayons, Binney & Smith, Inc.
PERMA GRIP Stenographer's Notebooks, Processed Papers

PERMA PLASTIC Sheet Protectors, Plastic Service Co.
PERMA SILK Ribbons, Kores Carbon Paper & Ribbons Mfg. Corp.
PERMA STIK Label Holder, Perma Products Co.
PERM-A-BINDER County Record Binders, Wilson Jones Co.
PERMACAL Perpetual Calendar, Nichols Products Co.
PERMACEL Pressure-Sensitive Tape, Permacel Tape Corp.
PERMAFILE Storage File, Office Equipment Mfg. Company, Inc.
PERMAFLEX Indexes, Hall & McChesney, Inc.
PERMAKORK Cork Bulletin Boards, E. W. A. Rowles Co.
PERM-A-LATOR Padding Supports for Wire Spring Cushions, Flex-O-Lators, Inc.
PERMALBA White Pigments and Canvases, F. Weber Co.
PERMANENT Folders, Elbe File & Binder Co., Inc.
PERMANENT RECORD Papers, Southworth Co.
PERMANENTER County Record Binders, Ernest Hazel, Jr.
PERMANIZED Parchment and Onionskin Papers, Whiting-Plover Paper Co.
PERMAPOINT Fountain Pens, Mechanical Pencils and Leads, Eberhard Faber Pencil Co.
PERMARKINK Indelible Inks, Irwin-Hodson Co.
PERMAROC Blackboards, E. W. A. Rowles Co.
PERMASITE Blackboards, E. W. A. Rowles Co.
PERMA-STIK Label Holders, Office Products, Inc.
PERMATEX Filing Folders, C. L. Barkley & Co.
PERMEX Ink Paste, American Crayon Co.
PERMEX Transfer Binders, The Kay-Dee Co.
PERMINDEL Copying Pencils, Ruwe Pencil Co.
PERM-INK Indelible Ink, Jet Mfg. Co., Inc.
PERMO Binders, Memos and Scrapbooks, American Binder Co.
PERMOFLUX SCRIBE Dictating and Transcribing Machine, Scribe Corp.
PERMOPLAST Modeling Clay, American Art Clay Co.
PERM-O-RITE Ribbons and Carbons, Waters & Waters Branch
PET Office Punches, Wilson Jones Co.
PETER PAN Ball-Point Pens, Stratford Pen Corp.
PETITE Paper Fasteners, Noesting Pin Ticket Co., Inc.
PHANO Pencils, Joseph Dixon Crucible Co.
PHILADELPHIA Adjustable Drawing Stands, F. Weber Co.
PHILCO Ribbons and Carbons, Phillips Ribbon & Carbon Co.
PHILLIPS Waterless Hand Cleaner, Phillips Process Co., Inc.
PHOENIX Box Files, The Globe-Wernicke Co.
PHEONIX Casters and Glides, Phoenix Caster Co., Inc.
PHONE REST Telephone Rest, Bert M. Morris Co.
PHONELOCK Telephone Locks, Phonelock Co.
PHONE-MASTER Telephone Stand, Rockway Products Co.
PHONETIC STENO Pencils, Reliance Pencil Corp.
PHONOMATIC Telephone Arm, Phonomatic Office Appliance Co.
PHOTO DESK Paste, The Commercial Paste Co.
PHOTODEX Visible Photo Albums, Acme Visible Records, Inc.
PHOTOEXACT Photocopy Equipment, American Photocopy Equipment Co.
PHOTO-PIX Albums, Redi-Record Products Co.
PHOTO-RECORD Binders, Ernest Hazel, Jr.
PHOTOSTAT Photocopying Equipment, Photostat Corp.
PIC Photo Hinges, Mounties, Inc.
PIC-A-PATCH Gummed Reinforcements, Dennison Mfg. Co.
PICKETT All-Metal Slide Rules, Pickett & Eckel, Inc.
PICK-UP Rubber Cement Eraser, Monet Co.
PIC-STICK Photo Mounts, Eureka Specialty Printing Co.
PICTO-PAK Pictographs on Pressure-Sensitive Paper, Chart-Pak, Inc.
PICTOTAPES Graphic Tapes, Chart-Pak, Inc.
PICTURE BANK Home Savings Bank, Quigley Co.
PIGEON Typewriter Ribbons, Smith-Corona Inc.
PILOT Air Mail Envelopes, The Lafayette Co., Inc.
PILOT Card Index Cases, The Globe-Wernicke Co.
PILOT Dating and Numbering Stamps, Consolidated Stamp Mfg. Co., Inc.
PILOT Office Punches, Wilson Jones Co.
PILOT Staplers and Staples, Ace Fastener Corp.
PILOT TACKER Tackers, Ace Fastener Corp.
PINK PEARL Erasers, Eberhard Faber Pencil Co.
PINLESS SLIP-ON Price Tickets, Salisbury Mfg. Co.
PINNACLE Ribbons and Carbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
PIONEER Numberers, Wm. A. Force & Co.
PIONEER Paper Drills, Pioneer-Toledo Corp.
PIONEER Pens and Pencils, David Kahn, Inc.
PIONEER Safes, Empire Safe Co., Inc.
PIONEER School Chair-Desks, Griggs Equipment Co.
PIONEER Steel Cash Boxes, Pioneer Steel Co.
PIPPIN Box Files, Hedges Mfg. Co.
PITCH BLACK Pencils, National Pencil Co.
PITNEY-BOWES Mailing Machines, Postage Meters, Scales, Mail Tables, Letter Openers, and Folding and Inserting Machines, Pitney-Bowes, Inc.
PITTSBURGH Price Markers, A. Kimball Co.
PITTSBURGH Plate Glass Desk Tops, Varnishes and Lacquers, Pittsburgh Plate Glass Co.
PIXIT Kneaded Rubber Erasers, Joseph Dixon Crucible Co.
PLAINSITE Pay Roll Systems, Business Systems Corp.
PLANMASTER Blue Print Files, Stacor Equipment Co.
PLANNING GUIDE Desk Calendars and Organizers, Wilson Memindex Co.
PLAN-N-PRINT Magnetic Layout and Printing Equipment, Gross Engineering Co.
PLANOFAX Offset Master for Stenafax, Times Facsimile Corp.
PLANOMATIC Office Planning Kit, M & M Industries
PLANUMATIC Planning and Production Control Board, Lansdale Products Corp.
PLAN-X-FILE Plan File, Art Steel Sales Corp.
PLASCOLINE Ball Point Pens, Plastic Service Co.
PLASCOLITE Electric Signs, Plastic Service Co.
PLASTALLIONS Lucite Paperweights, Creative Plastics Corp.
PLAS-TEN Slide Rules, Frederick Post Co.
PLAS-T-CAP Thumb Tacks, Shelton Tack Co.
PLAS-TEX Office Chair Cushions, P. E. Fielder Mfg. Co.
PLASTI-BRONZ Signs and Nameplates, Artmor Plastics Corp.
PLASTIC BACK Carbon Papers, American Stencil Mfg. Co.
PLASTICAD Plastic Advertising Items, Arthur Blank & Co., Inc.
PLASTICAN Waste Receptacle, Artmor Plastics Corp.
PLASTICARBON Carbon Paper, American Carbon Paper Mfg. Co.
PLASTICO Plastic Bindings, Plastic Binding Corp.
PLASTI-DEX Loose Leaf Index Dividers, Joshua Meier Co., Inc.
PLASTIK FOIL Roll Leaf, Peerless Roll Leaf Co., Inc.
PLASTI-KOTE Plastic Spray, Plasti-Kote, Inc.
PLASTI-KLEER Binders, Abco Plastic & Supply Co.
PLASTI-LAC Plastic Spray, Abco Plastic & Supply Co.
PLASTILE Plastic Flooring, U. S. Stoneware Co.
PLASTILOID Index Guides, Le Febure Corp.
PLASTIPHOTER Offset Plate Machines, Remington Rand Inc.
PLASTI-THENE Book Covers, Abco Plastic & Supply Co.
PLASTIX Pencils, Blaisdell Pencil Co.
PLATEN LIFE Platen Cleaners, Sanford Ink Co.
PLATEN PEP Platen Cleaners, Tested Products Co.
PLAYTIME Paint Sets, Binney & Smith, Inc.
PLENTY COPY Ribbons and Carbons, Mittag & Volger, Inc.
PLIOFILM Transparent Rubber Fabric, Goodyear Tire & Rubber Co.
PLOTRACTOR Protractors, Cardinell Corp.
PLOVER Bond and Onionskin Papers, Whiting-Plover Paper Co.
PLUMB LINE Carpenter Pencil, Eberhard Faber Pencil Co.
PLUMPY Memo Pad and Case, Ehlbert Products
PLUS Adding-Calculating Machines, Plus Computing Machines, Inc.
PLUVIUS Pencils, Koh-I-Noor Pencil Co., Inc.
PLYMOUTH Daters and Numberers, Consolidated Stamp Mfg. Co., Inc.
PLYMOUTH Rubber Bands, Plymouth Rubber Co., Inc.
PLYON Carbon Paper, Buckeye Ribbon & Carbon Co.
PNEUMATIC Typewriter Keys, Munson Supply Co.
POC-KET Photo Mounting Corners, Engel Art Corners Mfg. Co.
POCKET PAL Leather Goods, Ameron Wallet and Leather Novelty Co.
POCKET PAL Pocket Memo Wallets, Wilson Memindex Co.
POCKETECTOR Pocket Protectors, Plastic Service Co.
POCKETEX Pocket Protectors, Plastic Service Co.
POCKETOP Pocket Dip Pens, Sterling Plastics Co.
POCKETREF Memo Books, Wilson Jones Co.
POCKET-SAVER Pocket Protectors, Angler's Products Co.
POCKETTE Ball-Point Pens, Eversharp, Inc.
POCKO-MATIC Pocket Secretaries, Polycraft, Inc.
POINTER Pencil Sharpener, Joseph Dixon Crucible Co.
POINT-O-MATIC Combination Pen-Pencil, Quick Point Pencil Co.
POINSE Penholders, Eagle Pencil Co.
POK-ET-FLIPS Memo and Address Books, Regal & Wade Mfg., Inc.
POK-ET-PAK Leather Cigarette Boxes, Regal & Wade Mfg., Inc.
POLAR Desk Pads, Desk Top Protectors and Desk Accessories, Polar Mfg. Co.
POLAR CUB Electric Fans, A. C. Gilbert Co.
POLLARD-ALLING Addressing Machines, Pollard-Alling Mfg. Co.
POLOKAF Plastic Brief Bags, Portfolios, Ringbinders, Lexington Leather Goods Co.
POLYCHROME Stencils, Inks and Duplicating Supplies, Polychrome Corp.
POLYCOLOR Leads and Pencils, Koh-I-Noor Pencil Co., Inc.
POLYFILM Stencil Ribbons, Polychrome Corp.
POLYKOTE Non-Metal Offset Plates, Polychrome Corp.
POLYPHASE Slide Rules, Keuffel & Esser Co.
POLYTYPE Stencil Duplicator Supplies, Polychrome Corp.
POMEROY Inks and Adhesives, I. Pomeroy Co.
PONTEN Reading Stands, Replogle Globes, Inc.
PONY BOY Numbering Machines, American Numbering Machine Co.
POOR RICHARD'S Calendars, Wilkinson Publishing Co., Ltd.
POP'LAR OAK Box Files and Card Cabinets, Hedges Mfg. Co.
POP-OPEN Tubular Coin Wrappers, C. L. Downey Co.
POPPY Erasers, Joseph Dixon Crucible Co.
POPULAR Agate Trays, Hedges Mfg. Co.
POPULAR Blackboard Erasers, Beckley-Cardy Co.
POPULAR Card and Paper Cutters, Milton Bradley Co.
POPULAR Drawing Tables, Keuffel & Esser Co.
POPULAR LINE Wardrobe and Storage Cabinets, All-Steel Equipment Inc.
POP-UP Memo Sheet Dispenser, Sapphire Products
PORCELAIN Papeteries, Strathmore Paper Co.
PORT HURON Cover Papers, Port Huron Sulphite & Paper Co.
PORTABLE SECRETARIAL Deskside Files, Western Mfg. Co.
PORTA-FILE Portable Filing Unit, Hamilton Metal Products Co.
PORTAGRAPH Photocopying Machine, Remington Rand, Inc.
PORTA-MATIC Posting Tray, Posting Equipment Corp.
PORTA-PAC Autographic Registers, Philip Hano Co.
PORTILITY Folding Tables, Emeco Corp.
POST Drawing Instrument Sets, Frederick Post Co.
POST Electric Gold Stamping Outfits, Post Electric Co., Inc.
POST Price Books, The Federbush Co., Inc.
POSTAGE METER Mail Metering Machines, Pitney-Bowes, Inc.
POSTAL Pencils, American Pencil Co.
POSTALETT Pocket Postal Scales, Exact Weight Scale Co.
POSTAMATIC Pocket Postal Scale, Postamatic Co.
POS-TER-ART Colored Chalk Crayons, Binney & Smith, Inc.
POSTEX Drawing Paper, Frederick Post Co.
POSTINDEX Visible Filing Systems, Postindex Co.
POSTLOCK Catalog Covers, Stationers Loose Leaf Co.
POST-O-GRAF Spirit Duplicator, Post-O-Graf Mfg. Co.
POST-O-GRAF Stencil Duplicators and Supplies, Post-O-Graf Mfg. Co.
POST-O-GRAM Parcel Post Scales, Detecto Scales, Inc.
POST-O-GRAM JR. Parcel Post Scales, Detecto Scales, Inc.
POST-O-METER JR. Air Mail and First Class Letter Scales, Detecto Scales, Inc.
POST-O-METER JR. Parcel Post Scales, Detecto Scales, Inc.
POST-O-SCOPE Stencil Scopes, Post-O-Graf Mfg. Co.
POSTRIG Slide Rules, Frederick Post Co.
POST-TO-CHECK Checking Account System, Le Febure Corp.
POSTUR-CHAIRS Posture Chairs, The Toledo Metal Furniture Co.
POSTURE-RITE Posture Chairs, Wells Chair Corp.
POSTUR-MATIC Metal Posture Chairs, Domore Chair Co., Inc.
POTDEVIN Labeling and Gumming Machines, Potdevin Machine Co.
POTENT Copying Pencils, Eberhard Faber Pencil Co.
POTOMAC Hand Cream, Mimeograph Ink, Potomac Products Corp.
POTTER PULL-IT One-Time Carbon Forms, The Potter Press.
POWERAIRE Electric Fans, Westinghouse Electric Corp.
POWERS Punched Card Accounting Machines, Remington Rand Inc.
PRACTIBILT Binders and Ledgers, Stationers Loose Leaf Co.
PRACTICAL Ribbons and Carbons, American Stencil Mfg. Co.
PRANG Colors and Inks, American Crayon Co.
PRECISA Adding Machines, Precisa Calculating Machine Co., Inc.
PRECISE Trimming Boards, American Photo Laboratories
PRECISION Drawing Pencils, J. S. Staedtler, Inc.
PRECISION Duplicating Inks and Stencil Correction Fluid, Starkey Chemical Process Co.
PRECISION Magnifiers, New Era Optical Co.
PRECISION Postal Scales, Triner Scale & Mfg. Co.
PRECISION BUILT Staplers and Tackers, Precision Staple Corp.
PRECOLLATED Continuous Forms, American Register Co.
PREFAB Wood Shelving, Bankers Box Co.
PREFERRED BRAND Typewriter Ribbons, Aetna Products Co.
PREFIXT Carbon Forms and Second Sheets, Newport News Forms Co.
PREMIER Adhesive Paper Clips, U-File-M Binder Mfg. Co.
PREMIER Blackboard Erasers, Beckley-Cardy Co.
PREMIER Brief Covers, Josephson Mfg. Corp.
PREMIER Letter Openers and Moisteners, Defiance Calendar Co.
PREMIER Pencil Sharpeners, Apsco Products, Inc.
PREMIER Prong Binders, The Federbush Co., Inc.
PREMIER Scrapbooks, Elbe File & Binder Co., Inc.
PREMIER Steel Paper Fasteners, Vail Mfg. Co.
PREMIER Trimming Boards, Photo Materials Co.
PREMIER Typewriter Keys, Munson Supply Co.
PREMIER Wood Desk Trays and Card Index Boxes, Premier Supply Corp.
PREMIUM Blackboard Crayons, Beckley-Cardy Co.
PREMIUM File Folder Labels, Alfred H. Pagell
PREMIUM Writing Fluids, Sanford Ink Co.
PREP Leather Goods and School Bags, Eastern Bag Mfg. Corp.
PRE-PACK Continuous Forms, Atlantic Register Co.
PREP-TOWLS Paper Towels, Bay West Paper Co.
PRESCLIK Ball Point Pens, David Kahn, Inc.
PRESDON Ball Pens, Ferber Corp.

PRESENTATION SET Fountain Pen and Pencil Sets, Eversharp, Inc.
PRESIDENT Desk Pads, Polar Mfg. Co.
PRESIDENT Executive Swivel and Side Chairs, Harter Corp.
PRESIDENT Fluorscent Desk Lamps, Globe Lighting Products Co.
PRESIDENT Pencils, American Pencil Co.
PRESIDENT Upholstered Chairs, Garland Furniture Co.
PRESIDENT Wood Letter Trays, Majestic Stationery Co.
PRESLAID Plastic Signs, Bildey Products Corp.
PRESS Pencils, Richard Best Pencil Co., Inc.
PRESS KLEEN Plastic Type Cleaner, Mittag & Volger, Inc.
PRESSALIST List Finders, Bates Mfg. Co.
PRESS-IN-PIN Push Pins, Hampden Mfg. Co., Inc.
PRESS-TO-LOCK Post Binders, National Blank Book Co.
PRESSURE LOCK Binders, Wilson Jones Co.
PRESTO Prong Paper Fasteners, Screw Posts, Charles Leonard, Inc.
PRESTO-CONTACT Pressure-Sensitive Labels, Eureka Specialty Printing Co.
PRESTO Staplers, Staples, Paper Spindles, Check Protectors and Punches, Metal Specialties Mfg. Co.
PRESTO STICK Christmas Seals, Eureka Specialty Printing Co.
PRES-TO-LINE Copyholders, Desk Shelf Stabilizer, Pres-To-Line Corp. of America
PRESTO-LOCK Record Binders, Le Febure Corp.
PRESTOLOG Mark-Up Calculators, H. Kempenich
PRESTO-LOK Binders, Elbe File & Binder Co., Inc.
PRICERETTE Price Marking Machines, American Numbering Machine Co.
PRIDE Furniture Polish, S. C. Johnson & Son, Inc.
PRIDE Pencils, Joseph Dixon Crucible Co.
PRIDEMARKS Nameplates, Fox Co.
PRINCE Ash Trays, Smokers Stands, Smo-King Products, Inc.
PRINCESS Postal Scale, Pelouze Mfg. Co.
PRINCESS PEARL Mechanical Pencil, Nichols Products Co.
PRINCETON Upholstered Chairs, Princeton Upholstery Co., Inc.
PRINCIPAL Pencils, Eberhard Faber Pencil Co.
PRINTATOR Magic Writing Pads, Bermat Products Corp.
PRINTED Thumb Tacks, Hampden Mfg. Co., Inc.
PRINTO-FORMS Pre-Printed Master Units, The Heyer Corp.
PRINT-O-MATIC Post Card Stencil Duplicators, Print-O-Matic Co., Inc.
PRINT-O-SCOPE Drawing Scope, Print-O-Matic Co., Inc.
PRINT-STIX Changeable Letters, Topflight Tape Co.
PRINT-WRITE Typewriter Ribbons, Queen Ribbon & Carbon Co.
PRISMACOLOR Colored Pencils and Art Sets, Eagle Pencil Co.
PRIVATE LINE Intercom Systems, Connecticut Telephone and Electric Corp.
PRIVATEER Strong Boxes, Guardsman-Valentine, Inc.
PRIZMA Pencils, Blaisdell Pencil Co.
PROCEL Stencils, Remington Rand Inc.
PRODUCER Pencils, Reliance Pencil Corp.
PRODUC-TROL Visual Control Boards, Wassell Organization, Inc.
PROFESSIONAL Carbon Papers, The Carter's Ink Co.
PROFESSIONAL Drawing Kits and T-Squares, Mayline Co., Inc.
PROFESSOR LEAR Meteorological Calendars, Ft. Wayne Printing Co.
PROGRAM Pencils, Blaisdell Pencil Co.
PROGRAM Pencils, Eberhard Faber Pencil Co.
PROGRAMME Pencils, Joseph Dixon Crucible Co.
PROGRESS Carbon Paper, Mittag & Volger, Inc.
PROGRESS Indelible Marking Inks, Superior Marking Equipment Co.
PROGRESS Ledgers, Boorum & Pease Co.
PROGRESS Sectional Post Binders, Stationers Loose Leaf Co.
PROMOTER Brief Bag, Shank Leather Goods Co.
PROMOTION Pencils, Sanders Mfg. Co.
PRONTO Storage Files, Pronto File Corp.
PROOF READER Pencils, Richard Best Pencil Co., Inc.
PROPELLAIR Electric Fans, Robbins & Meyers, Inc.
PROSPERITY Pencils, J. S. Staedtler, Inc.
PROTECTALL Safes, Money Chests and Bond Boxes, Protectall Safe Corp.
PROTECT-EVER Fire Protection Boxes, Mayfair Co.
PROTECTO Book Covers, American School Service Co.
PROTECTO Plastic Mitts and Aprons, Robert Mfg. Co.
PROTECTO Steel Filing Units, The Schwab Safe Co.
PROTECTO DELUXE Security Boxes, Bison Distributing Co.
PROTECT "O" FILM Stencils, Heyer Corp.
PROTECT-O-FORM Autographic Registers, Standard Register Co.
PROTECTOGRAPH Checkwriters and Signers, The Todd Co., Inc.
PROTECTOR Home Steel Safety Cabinet, Art Steel Sales Corp.
PROTECTO-TINT Tinted Business Forms, Shelby Salesbook Co.
PROT-EK-TOR Billfolds, Enger-Kress Co.
PROTEX Portable Electric Check Signers, Check Writer Co., Inc.
PROTEX Cuff Shields, Plastext Co.
PROTEX STICKONS Loose Leaf Reinforcements, Warshaw Mfg. Co., Inc.
PROTOD GREENBAC Checks and Forms, The Todd Co., Inc.
PROTOD PANTAGRAPH Checks, The Todd Co., Inc.
PROTYPE Ribbons and Carbons, Phillips Process Co., Inc.
PROUDFIT Loose Leaf Binders and Forms, Grand Rapids Loose Leaf Binder Co.
PRUDON'S Gummed Cloth Index Tabs, Signals and Time Dials, Prudon Specialty Mfg. Co.
PRYM'S Pins, Clips and Fasteners, William Prym, Inc.
PUBRECO Indexes, Wilson Jones Co.
PULL FASTENER String Ties, Schlegel Mfg. Co.
PULL-FREE Pencil Carbon, Waters & Waters Branch
PULLMAN Daters and Numberers, Consolidated Stamp Mfg. Co., Inc.
PULLMAN Smoking Stands, Campbell Products Co.
PUL-PRUF Sheet Protectors, Cooks', Inc.
PULSAIRE Circulators, Howard Industries, Inc.
PUNCH-ALL Punches, Punch-All Co., Inc.
PUNCHLESS Clip Binders, Cushman & Denison Mfg. Co.
PUNCHMASTER Loose Leaf Punches, Markwell Mfg. Co., Inc.
PUNCH-RITE Loose Leaf Punches, MacMieth Co.
PUP Pencils, Koh-I-Noor Pencil Co., Inc.
PURE SILK Typewriter Ribbons, The Buckeye Ribbon & Carbon Co.
PURITAN Bank Pins, Oakville Co.
PURITAN Office Suites, Hoosier Desk Co.
PURITY Typewriter Oil, Levison & Blythe Mfg. Co.
PUSH PENCIL Mechanical Pencils, Esterbrook Pen Co.
PUSHBACK Theatre Chairs, Griggs Equipment Co.
PUSH-CARD Wallets, Alvah Bushnell Co.
PUSSYFOOT Casters, The S. Rosen Mfg. Co.
PUSSYWILLOW Pencils, Koh-I-Noor Pencil Co., Inc.
PUZZLE PICTURE CRAFT Puzzle Pictures, Finch & McCullough
PYRAMID Artists' Colors, Nobema Products Corp.
PYROELECTRIC Burning Pens, Post Electric Co.
PYROTALCAL Metal Workers Crayon, Binney & Smith, Inc.

Q

QUAKER Art Tablets, American Pad & Paper Co.
QUAKER Filing Cabinets, Peerless Steel Equipment Co.
QUAKER Floor Coverings, Armstrong Cork Co.
QUAKER Stencils, Shallcross Co., Inc.
QUAKER STATE Notebooks, Tablets and Pads, Kurtz Bros.
QUALIFIED Adding Machine Rolls, Central Paper Co.
QUALITON Desk Accessories, Piltzer Qualiton Products, Inc.
QUALITY Binder Covers, Quality Park Envelope Co.
QUALITY Bond, Manifold Paper, American Writing Paper Corp.
QUALITY Coin Bags, A. Rifkin & Co.
QUALITY LINE Wood Card Index Boxes, Premier Supply Corp.
QUEEN Ash Trays, Smokers Stands, Smo-King Products, Inc.
QUEEN Ribbons and Carbons, Queen Ribbon & Carbon Co., Inc.
QUEEN EXPORT Ribbons and Carbons, Queen Ribbon & Carbon Co., Inc.
QUEEN SILK Typewriter Ribbons, Queen Ribbon & Carbon Co., Inc.
QUEEN SOVEREIGN Ribbons and Carbons, Queen Ribbon & Carbon Co., Inc.
QUESCO Ribbons and Carbons, Quest Mfg. Co.
QUICK ACTION Catalog Carrying Binders, Charles Doppelt & Co., Inc.
QUICK ACTION JR. Counter Catalog Binders, Geneva Mfg. Co.
QUICK POINT Mechanical Pencils, Quick Point Pencil Co.
QUICK-CHANGE Numbering Machines, Wm. A. Force & Co., Inc.
QUICKPRINT MIMEO Mimeograph Paper, Fay Paper Products, Inc.
QUICK-SITE Visible Records, Charles R. Hadley Co.
QUICKSTICK Paste Powder, The Commercial Paste Co.
QUICOPY Duplicator Papers, Autocopy, Inc.
QUIET BASE Typewriter Bases, Wick & Rouillot
QUIET-GRIP Typewriter Pads, Abco Plastic and Supply Co.
QUIET-RITER Portable Typewriter, Remington Rand Inc.
QUIGLEY Office Furniture, Quigley Furniture Co.
QUIKANINK Black Canners Ink, Irwin-Hodson Co.
QUIK-LIFT Staple Removers, American Machine Works, Inc.
QUIK-LOK Collapsible Storage Boxes, The Kay-Dee Co.
QUINK Fountain Pen Ink, The Parker Pen Co.
QUIZ Black Lead Pencils, Ruwe Pencil Co.
QUOTE Pencils, National Pencil Co.

R

R-B Walnut Desk Trays, Rockwell-Barnes Co.
R.B.G. Colored Checking Pencils, J. S. Staedtler, Inc.
RCA Sound Systems, Radio Corporation of America
R. C. ALLEN Business Machines, R. C. Allen Business Machines, Inc.
RHC Store Display Accessories, Reflector-Hardware Corp.
R & M Circulators, Fans, Robbins & Myers, Inc.
R.T.Z. Type Cleaners, F. S. Webster Co.
RACER Pencils, Wallace Pencil Co.
RACERASE Typewriter Papers, Southworth Co.
RACK-A-NEER Costumers, Hat and Coat Racks, Ken-Ro-Bil Corp.
RADI-AIRE Electric Fans, Reynolds Electric Co.
RADIANCE Bond Papers, Gilbert Paper Co.
RADIANT Water Colors, Art Crayon Co., Inc.
RADIO Steel Pens, Esterbrook Pen Co.
RADIUM Cross Reference Indexes, Le Febure Corp.
RAGLITE Onionskin Papers, Fox River Paper Co.
RAFN Utility Trucks, American Machine Works, Inc.
RAINBOW Coin Wrappers, C. L. Downey Co.
RAINBOW Colored Pencils, Eberhard Faber Pencil Co.
RAINBOW Duplicator Inks, Starkey Chemical Process Co.
RAINBOW Carbons, Ribbons, and Hecto Ink Remover, Columbia Ribbon & Carbon Mfg. Co., Inc.
RAINBOW Styli, Technygraph Co.
RAIN-RAK Umbrella Stands, Tubecrafters Sales Division
RAINPROOF Pencils, Joseph Dixon Crucible Co.
RAJAH Filing Supplies and Guides, King Filing Supply Co.
RANALLY Political Maps, Rand McNally & Co.
RAND McNALLY Maps and Atlases, Rand McNally & Co.
RAND Ticket Files and Binders, Victor Safe & Equipment
RAND VISIBLE Filing Systems, Remington Rand Inc.
RANGER Pencil Sharpener, C. Howard Hunt Pen Co.
RANGER Stamp Pads, Inks, Ranger Products Co.
RAP-A-COIN Coin Wrapping Device, Henderize, Inc.
RAPID Gem Paper Clips, Rapid Tag & Wire Co.
RAPID Postal Scale, Pelouze Mfg. Co.
RAPID FIRE Index System, Le Febure Corp.
RAPID STICK Paste, Crescent Products Co.
RAPID WRITER Pencils, Joseph Dixon Crucible Co.
RAPIDESIGN Architects' Scales and Templates, Rapidesign, Inc.
RAPIDLOCK Sectional Post Binders, Stationers Loose Leaf Co.
RAPIDPRINT Dating and Numbering Machines, Electric Time Recorders, Rapidprint Time Recorders, Inc.
RASABLE Typewriter Ribbons, F. S. Webster Co.
RASTETTER Folding Chairs and Tables, Louis Rastetter & Sons Co.
RAVEN BRAND Ribbons and Carbons, Buckeye Ribbon & Carbon Co.
RAVEN Sectional Post Binders, Wilson Jones Co.
RAVENSWOOD Indelible Inks, Superior Marking Equipment Co.
RAVENWOOD Pencils, Reliance Pencil Corp.
RAYMONDS Trial Balances, Hall & McChesney, Inc.
RAY-RITE Illuminated Clipboards, Neoline Inc.
RAY-SURE Eradicable Typewriter Ribbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
RAZOR-NIFE Office Knives, Gits Molding Corp.
READ E-Z Book Holders, Mayer Mfg. Corp.
READ-A-FILE Stencil Filing Cabinet, Metal Specialties, Inc.
READ-RITE Study Boards, Northfield Specialties Co.
READYMARK Marking Crayons, St. Louis Crayon & Handle Co.
READY-MASTER Spirit Carbon Master Sets, Columbia Ribbon & Carbon Mfg. Co., Inc.
READY RECKONER Calculating Tables, John C. Winston Co.
READY-REFERENCE Atlases, Rand McNally & Co.
READYSETS Carbon Interleaved Accounting Forms, National Litho Forms Co.
REAL BLACK Pencils, General Pencil Co.
REALLY FLAT Gummed Paper, Mid-States Gummed Paper Co.
RECEIPT Pencils, American Pencil Co.
RECEIPT-RITE Peg Board Device for Writing Cash Receipts, Reynolds & Reynolds Co.
RECEIVE-EASE Telephone Shoulder Rest, Mayfair Co.
RECLINA-LOUNGER Reclining Chair, Monarch Furniture Co.
RECO RADI-AIRE Electric Fans, Reynolds Electric Co.
RECORDA-CALL Autographic Register Forms, Econo-Pak Register Co.
RECORDAK Microfilming Equipment, Recordak Corp.
RECORDALL Sound Recorders and Dictating Machines, Miles Reproducer Co., Inc.
RECORDER Autographic Registers, Uarco Incorporated
RECORDER Pencils and Silver Steel Pens, Eagle Pencil Co.
RECORDER Steel Pens, C. Howard Hunt Pen Co.
RECORDEX Visible Record Folders and Tax Computers, Victor Safe & Equipment
RE-CORD-O-FONE Desk and Tape Recorders, Bell Sound Systems, Inc.
RECORDPLATE Loose Leaf and Visible Equipment, Recordplate Co.
RECORDRUN Duplicating Papers, Copy Papers Sales & Service Agency, Inc.
RECTIGRAPH Photocopying Equipment, The Haloid Co.
RED AND BLACK Carpenters' Pencils, Joseph Dixon Crucible Co.

RED BAND Ledger Trays, Yawman and Erbe Mfg. Co.
RED BAND Rubber Erasers, Eagle Pencil Co.
RED DIAMOND Pin Tickets, A. Kimball Co.
RED DWARF Expanding Pocket Wallets, Cooke & Cobb Co.
RED FIBER Vertical Filing Envelopes and Folders, Quality Park Envelope Co.
RED LABEL Impression Paper, A. B. Dick Co.
RED LEATHER Filing Folders, Weis Mfg. Co.
RED SEAL Typewriter Paper and Clasp Envelopes, L. Hyman & Sons
RED SUEDE Rubber Erasers, Weldon Roberts Rubber Co.
RED TOP Leads, Eversharp, Inc.
RED TOP Pads, American Pad & Paper Co.
RED TOP Paste, The Commercial Paste Co.
RED UNION Ink and Pencil Eraser, Eberhard Faber Pencil Co.
RED-E-C-MENT Padding Compound, Crescent Products Co.
REDEMPTION BOND Papers, Whiting-Plover Paper Co.
RED-E-STIK Pressure-Sensitive Labels, Ever Ready Label Corp.
RED-FIBER Filing Pockets and Folders, Oxford Filing Supply Co.
REDHIDE Envelopes and Wallets, Alvah Bushnell Co.
REDI Ball-Point Pens, Brown & Bigelow
REDI-2-RITE Forms with Carbon, American Register Co.
REDI-COVER Brief Covers and Binders, Wilson Jones Co.
REDI-CUT Business Forms, Moore Business Forms, Inc.
REDI-FILE Hanging File Folders, Remington Rand Inc.
REDIFIXT Carbon Interleaved Business Forms, Consolidated Business Systems, Inc.
REDIFORM Business Forms and Systems, Rediform Division, Moore Business Forms, Inc.
REDIGRAPH Gelatin Film Duplicators, Redigraph, Inc.
REDI-MEM Memorandum Pads, Redi-Record Products Co.
REDI-MEMO Desk Memos, Weis Mfg. Co.
REDI-RACKS Desk Letter Trays, Weis Mfg. Co.
REDI-RECORD Pay Roll Systems, Redi-Record Payroll Systems
REDI-RECORD Visible Systems, Desk Pads, Albums and Wallets, Redi-Record Products Co.
REDIREF Machine Posting Binders, Wilson Jones Co.
REDMARQUETTE Indelible Rubber Stamp Ink, The Irwin-Hodson Co.
RED-REFERENCE Cycle Billing Desk, Le Febure Corp.
REDROPO Filing Folders, C. L. Barkley & Co.
REDSTOK Expanding Envelopes and File Pockets, National Fiberstok Envelope Co.
REDYREF Book Racks, Pressed & Welded Steel Products Co.
REESE'S Adjustable Stencils, C. H. Hanson Co.
REFAX Photographic Materials, Frederick Post Co.
REFERENCE LINE Transfer and Letter Files, Weis Mfg. Co.
REFILKIT Ball Pen Refill Assortments, Fieldston Products Corp.
REGAL Blackboards, N. Y. Silicate Book Slate Co.
REGAL Daters and Numberers, R. A. Stewart & Co., Inc.
REGAL Desk Sets, Spencerian Pen Co.
REGAL Paper Clips, Vail Mfg. Co.
REGAL Scrap Books, Weis Mfg. Co.
REGAL Straightedges and T-Squares, Mayline Co., Inc.
REGALRITE Carbons and Ribbons, Regal Typewriter Co., Inc.
REGAL-ROYAL Rebuilt Typewriters, Regal Typewriter Co., Inc.
REGENCY Fountain Pens, Stratford Pen Co.
REGENCY Social Stationery, Montag Bros.
REGENT Dating Stamps, Wm. A. Force & Co.
REGENT Folding Screens, Modern Venetian Blinds, Inc.
REGENT GRIPLOCK Binders, The Federbush Co., Inc.
REGINA Ribbons and Carbons, Queen Ribbon & Carbon Co., Inc.
REGISTRATOR Pin Feed Platens, Standard Register Co.
REGNA Adding Machines, Cash Registers, Regna Cash Registers, Inc.
REKORDESK Electric Record Safes, Diebold, Inc.
REKORD-KEEPR Card Index Files, Smead Mfg. Co., Inc.
RELCO EVERNEAT Desk Pads and Sets, Reliable Stationers Specialties Co.
RELIABLE Pencils, Eagle Pencil Co.
RELIABLE Prong Binders, Boorum & Pease Co.
RELIANCE Expanding File Pockets, Envelopes and Wallets, Josephson Mfg. Corp.
RELIANCE Ribbons and Carbons, H. M. Storms Co.
RELIASPLASTIC Plastic Upholstery Material, Reliable Textile Co.
RELIASPON Sponge Rubber, Reliable Textile Co.
RELIATEX Artificial Leather Upholstery Material, Reliable Textile Co.
RELTON Foam Rubber Office Cushions, Reliable Textile Co.
REMALINER Aligner for Remington Rand Tabulators, Moore Business Forms, Inc.
REMBRANDT Artists' Colors, Morilla Co., Inc.
REMINDEX Desk Memos and Wallets, Art Plastics Mfg. Co.
REMINGTON Typewriters and Business Machines, Remington Rand Inc.
REMLE Steel Shelving and Bins, Remle Corp.
REM-MASTER Hectograph Sets, Remington Rand Inc.
REMTICO Ribbons and Carbons, Remington Rand Inc.
RENOL Furniture Polish, S. S. Stafford, Inc.
REPEATER Pencils, Eversharp, Inc.
REPEAT-O-PAKS Manifold Carbon Packs, Standard Manifold Co.
REPEAT-O-RITE Carbon Paper Packs, Standard Manifold Co.
REPEAT-O-TYPE Duplicating Supplies, Repeat-O-Type Stencil Mfg. Co.
REPLIMAT Paper Master Offset Plates, Replica Products Corp.
REPLOGLE Globes and Desk Organizers, Replogle Globes, Inc.
REPLY-O Envelopes, Northern States Envelope Co.
REPORTER Fountain Pens, Eversharp, Inc.
REPORTER Pencils, Eagle Pencil Co.
REPUBLIC Daters and Numberers, Consolidated Stamp Mfg. Co., Inc.
REPUBLIC Pencils, Eberhard Faber Pencil Co.
REPUBLIC Solid Post Binders, A. E. Boyce Co.
RE QUOTE Stenographers' Pencils, National Pencil Co.
RESISTALL Index Bristol, Ledger Paper, L. L. Brown Paper Co.
RESISTO Coating Solution for Drawings, Koh-I-Noor Pencil Co., Inc.
RESOLUTE Sectional Post Binders, Wilson Jones Co.
RESOURCE Bond Papers, Gilbert Paper Co.
RESPIRATOR Ventilated Chair Cushions, L. M. Bickett Co.
REST-ALL Aluminum Chairs, Ohio Chair Co.
REST-A-PHONE Telephone Shoulder Brackets, Rest-A-Phone Co.
REST-A-WHILE Reclining Couch, Rest-A-While Couch Co.
REST-FLO Executive Chairs, The Sikes Co., Inc.
RESTFOAM Latex Foam Furniture Cushioning, Hewitt-Robins, Inc.
RESTMASTER Upholstered Chairs and Stools, Kenmar Mfg. Co.
RESULTA Adding, Calculating Machines, OTA Business Machines Division
RESUTA U.S.A. Stylus Adding Machine, Phonomatic Office Appliance Co.
RE-TRACT-O Ball-Point Pens, Fieldston Products Corp.
RETRACT-O-BALL Ball Point Pens, All-Rite Pen, Inc.
REVELDEX Rotary Filing Equipment, Diebold, Inc.
REVERE Drawing Instruments, Chas. Bruning Co., Inc.
REVERSIBLE Office Chair Cushions, Comfort Cushion Co.
REVIEW Pencils, Reliance Pencil Corp.
REVIVO Platen Rejuvenators and Type Cleaners, Burns Mfg. Co.
REVO-FILE Rotary Files, Mosler Safe Co.
REVOLV-IT Metal Costumers, Ken-Ro-Bil Corp.
REX Card Filing Cabinets, Hedges Mfg. Co.
REX Casters, Phoenix Caster Co., Inc.
REX Cleaning Crystals, Huntington Laboratories, Inc.
REX Daters and Numberers, Consolidated Stamp Mfg. Co.
REX Letter Files, Acme Letter File Corp.
REX Mailing Tubes, Ames Safety Envelope Co.
REX Office Punches, Wilson Jones Co.
REX Twine, John Rauschenberger Co.
REX RECORDER Disc Recorder, American Dictating Machine Co., Inc.
REXBILT Brief Cases, New Rexbilt Leather Goods Corp.
REXO Trimming Boards, Burke & James, Inc.
REXON Typewriter Vibration Mounts, Ames Supply Co.
REX-O-GRAPH Duplicators and Supplies, Rex-O-Graph, Inc.
REX-O-SCOPE Stencil Scope, Rex-Rotary Distributing Corp.
REX-ROTARY Stencil Duplicator, Rex-Rotary Distributing Corp.
REX-ROTARY M2 Hand Operated Stencil Duplicator, Bohn Duplicator Corp
REYBURN Tags, Seals and Pin Tickets, Reyburn Mfg. Co.
REYNOCO Salesbooks and Safety Papers, The Reynolds & Reynolds Co.
REZ-N-GLUE Vinyl-Base Cement, Schwartz Chemical Co.
RIBBONCRAFT Ribbons, Franklin Ribbon & Carbon Co.
RIBBON-PAD Adhesive Coated Discs and Pads, Polar Mfg. Co.
RICO Fountain Brushes and Inks, Robinson International Corp.
RIFKIN SAFETY-SAC Night Depository Bag, A. Rifkin & Co.
RIGIDPOINT Mechanical Pencils, Columbia Pencil Co., Inc.
RIGID-STAK Steel Transfer Files, Herring-Hall-Marvin Safe Co.
RIJADOR Smoking Stands, Smokador Mfg. Co., Inc.
RING Paper Clips, Noesting Pin Ticket Co., Inc.
RING Paper Clips, Oakville Co.
RING BIND Voucher Books, Shelby Salesbook Co.
RING-BOUND Binding Mechanism, National Blank Book Co.
RINGFOLIO Zipper Ring Binders, National Blank Book Co.
RINGLINE Notebooks, Tablets and Pads, Kurtz Bros.
RINGMASTER Binders, Vevier Loose Leaf Co.
RING-O-PAC Visible Binder Protectors, Cooks', Inc.
RITCHIE Typewriter Cushions, W. H. Ritchie Co.
RITE LIGHT Desk Pads, Polar Mfg. Co.
RITE-COPY Liquid Duplicator Supplies, Wolber Duplicator & Supply Co
RITE-CRAFT Fountain Pens and Mechanical Pencils, Rite-Craft Co.
RITE-FIT Chair Cushions, Bainbridge, Kimpton & Haupt, Inc.
RITEFORM Posture Chairs, Riteform Chair Co., Inc.
RITE-HANDI Telephone Pencil, Pencraft, Inc.
RITE-HITE Posture Chairs and Stools, Dependable Mfg. Co.
RITE-KING Ball-Point Pens, Ritepoint Co.
RITE-LINE Copyholders, Rite-Line Corp.
RITE-N-RAISE Home Embossing Set, Surprise Specialties
RITE-O Mechanical Pencils, Rite-O Products, Inc.
RITEOCRAT Boxed Stationery, Birmingham Paper Co.
RITE-ON-ALL Marking Crayons, Art Crayon Co., Inc.
RITEPOINT Mechanical Pencils and Ball Pens, Ritepoint Co.
RITE-SPOT Cabinets and Files, Gordon L. Hall Co.
RITE-TYPE Carbon Forms, Miami Systems Corp.
RITEWELL Black Checking Crayons, Walbuck Crayon Co.
RITE-WELL School Fillers, Rubin's Corp.
RIVAL Letter Files, Acme Letter File Corp.
RIVAL Second Sheets, Processed Papers
RIVAL X Ledger Outfits and Binders, Stationers Loose Leaf Co.
RIVERSIDE Binders, The Federbush Co., Inc.
ROBARCO Typewriter Paper, Rockwell-Barnes Co.
ROBBINS & MYERS Electric Fans, Robbins & Myers, Inc.
ROBERTS Numbering Machines and Inks, Roberts Numbering Machine Co.
ROBIN HOOD Water Colors, Art Crayon Co., Inc.
ROBINSON REMINDERS Memo Devices, Robinson Reminders
ROBINSONIAN Interest Tables, The Twentieth Century Co.
ROBO-AUXILIARIES Automatic Typewriter, Robotyper Corp.
ROBOT Staples, Markwell Mfg. Co., Inc.
ROBO-TANDEM-TYPER Multi-Typewriter Mechanisms, Robotyper Corp.
ROBOTESTERS Testing Machines, Robotyper Corp.
ROBOTYPER Automatic Typewriters, Robotyper Corp.
ROCHESTER Filing Supplies, Yawman and Erbe Mfg. Co.
ROCK-A-FILE Filing Cabinets, Rockwell-Barnes Co.
ROCKBARNES Blotting Papers, Typewriter Paper, Rockwell-Barnes Co.
ROCK-ELITE Card Guides, Desk Trays, Rockwell-Barnes Co.
ROCKET Carbon Paper, Allied Carbon & Ribbon Mfg. Corp.
ROCKET Marginally Punched Cards, Charles R. Hadley Co.
ROCKET Portable Typewriter, Paillard Products, Inc.
ROCKET Stamp Pads, Inks, Ranger Products Co.
ROCKET Utility Desk, Orna-Metal, Inc.
ROCKET PENCIL Payroll System Carbon, Allied Carbon & Ribbon Mfg. Corp.
ROCK-IT Upholstered Chairs, Niemann, Inc.
ROCKWEAVE Blotting Papers, Rockwell-Barnes Co.
RODNEY Sectional Sofas, Carlton-Surrey, Inc.
ROGERS Letter Holders, W. T. Rogers Co.
ROGERSPIN Ash Tray, Rogers Imports, Inc.
ROL-DEX Filing Equipment, Rol-Dex Div., Watson Mfg. Co.
ROLL POINT Ball Point Pens, Welty Pen & Repair Co.
ROL-LABELS Continuous Labels, Oxford Filing Supply Co.
ROLL-A-LINER Parallel Rolling Ruler, Pettersen Mfg. Co.
ROLL-A-MATIC Typewriter Label Attachments, Roll-A-Matic Label Co. Inc.
ROLL-AWAY Table and Utility Trucks, James P. Luxem Co.
ROLLER-LOK Catalog Binders, Buchan Loose Leaf Records Co.
ROLLERWAY Mobiler Files, Art Steel Sales Corp.
ROLLFILE Map and Plan Files, Ross-Martin Co.
ROLLIT Ball-Point Pens, Diversey Machine Works
ROLL-LIFE Platen Renewer, C. H. Miller Co.
ROLL-N-STOR Skid Trucks, Hamilton Caster & Mfg. Co.
ROLL-ON-SEALER Tape Dispenser, Mid-States Gummed Paper Co.
ROLL-O-PAK Continuous Form Carbon Paper Packs, Standard Manifold Co.
ROLMASTER Chair Floor Mats, L. M. Bickett Co.
ROLODEX Rotary Card Index File, Zephyr American Corp.
ROL-RACK Book Truck, Hearthside Industries
ROL-RIM Paper Cups, Solo Cup Co.
ROL-RITE Ball-Point Pens, The Ball Pen Co.
ROL-TOP-TIP Filing Guides, Filing Equipment Bureau, Inc.
ROL-TOWLS Paper Towels, Bay West Paper Co.
RONCOR Pencils, Richard Best Pencil Co.
RONEO Stencil Duplicator, Addo Machine Co., Inc.
ROOCO Duplicating Inks, H. D. Roosen Co., Inc.
ROOKY Pencils, General Pencil Co.
ROOVERS Corporation Seal Presses, Roovers Bros., Inc.
ROPEMANILA Filing and Legal Envelopes, Quality Park Envelope Co.
ROPTEX Coin Envelopes, Western States Envelope Co.
ROPTEX Vertical File Folders, The Kay-Dee Co.
ROSE Ribbons, Carbons and Duplicating Supplies, Rose Ribbon & Carbon Mfg. Co., Inc
ROSE RED Colored Pencils, American Pencil Co.
ROSLYN Bristol Board, Nobema Products Corp.
ROSWELL Stencil Duplicator, Post-O-Graf Mfg. Co.
ROTA-FILE Rotary Files, Wassell Organization, Inc.
ROTA-RAK Revolving Top Costumer, Tubecrafters Sales Division
ROTARIAN Plastic Desk Trays, Art Steel Sales Corp.

ROTARY Fountain Pens, Rotary Pen Co.
ROTARY-RECORD Files and Desk Trays, Herring-Hall-Marvin Safe Co.
ROTO-CLIP Plastic Paper Clip, Quick Point Pencil Co.
ROTO-COSTUMER Metal Costumers, L. E. Scott Co.
ROTOGRAPH Steel Pens, Eagle Pencil Co.
ROTOR-FILE Horizontal Rotating Files, Wassell Organization, Inc.
ROTO-SHO Electric Turntables, Kasson Die & Motor Corp.
ROTOSPEED Duplicators, Dayton Typewriter Co.
ROTO-TABLE Display Tables, Roto-Table Co.
ROUGE Pencil Erasers, Eberhard Faber Pencil Co.
ROUND CORNER Pencils, Richard Best Pencil Co. Inc.
ROUND GILT Pencils, Eberhard Faber Pencil Co.
ROWLES Blackboard Erasers and Crayons, E. W. A. Rowles Co.
ROXY Ball-Point Pens, Morrison Fountain Pen Co.
ROYAL Autographic Register Forms, Royal Register Co.
ROYAL Blank Books and Loose Leaf Devices, S. E. & M. Vernon, Inc.
ROYAL Fountain Pens, Rotary Pen Co.
ROYAL Index Tabs, Sheet Protectors, Celluloid Envelopes and Card Guides, Royal Index Tab Co.
ROYAL Inkstands, Bainbridge, Kimpton & Haupt, Inc.
ROYAL Office Chair Cushions, Royal Cushion Co., Inc.
ROYAL Paste, F. Weber Co.
ROYAL Pen or Pencil Clips, Argus Mfg. Co.
ROYAL Pens and Pencils, Modern Pen Mfg. Co., Inc.
ROYAL Typewriters, Royal Typewriter Co., Inc.
ROYAL Sealers, Lipton Mfg. Co., Inc.
ROYAL Steel Furniture, Royal Metal Mfg. Co.
ROYAL ANTIQUE Boxed Writing Papers, White & Wyckoff Mfg. Co.
ROYAL BLUE Inks, Sanford Ink Co.
ROYAL BLUE Stencils, Heyer Corp.
ROYAL CROWN Mucilage, Sanford Ink Co.
ROYAL PURPLE Foam Rubber Chair and Stool Cushions, Ramsay Co.
ROYAL SCOT Pencils, Richard Best Pencil Co., Inc.
ROYAL WORCESTER Enameled Blotting Papers, Standard Paper Mfg. Co.
ROYALCHROME Metal Office Furniture, Royal Metal Mfg. Co.
ROYALANCE Electricians' Slide Rules, Keuffel & Esser Co.
ROYALSTEEL Square Tube Metal Furniture, Royal Metal Mfg. Co.
ROYTYPE Ribbons, Carbons and Type Cleaners, Royal Typewriter Co., Inc.
RUBACORE Paper Wrapped Typewriter Erasers, Joseph Dixon Crucible Co.
RUBRER HEAD Pencil Erasers, American Pencil Co.
RUBBERGRIP Rubber Cement, B B Chemical Co.
RUBBERLIKE Floor Runners, Bird & Son
RUBBERMARX Rubber Marking Crayons, Walbuck Crayon Co.
RUBBER-SAN Cleaning Compounds, Huntington Laboratories, Inc.
RUBCO Commercial Stationery, Columnar Pads, Subject Dividers, Rubin's Corp.
RUBENS CRAYOLA Crayons, Binney & Smith, Inc.
RUBERLYKE PLASTIC FONEHOLDER Telephone Holders, Reyam Plastic Products Co.
RUBKLEEN Erasers, Eberhard Faber Pencil Co.
RUB-R-BOND Rubber Cement, Industrial Latex Co.
RUBRIC Chair Floor Mats, L. M. Bickett Co.
RUB-R-VIVE Platen Renewer and Type Cleaner, Schwartz Chemical Co.
RUBSTICK Rubber Cement, Cardinell Corp.
RUBY Erasers and Indelible Pencils, Eberhard Faber Pencil Co.
RUBY Ledger Binders, Wilson Jones Co.
RUBY TIP Eraser Tip, Eberhard Faber Pencil Co.
RUDCO Duplicators and Supplies, Autocopy, Inc.
RUDOR Price Card Holders, Alarm Tills and Paper Cups, Rudolf Orthwine Corp.
RUFBAK Chair Mats, L. M. Bickett Co.
RUGGED Invoice Books, Weis Mfg. Co.
RUHL Artists' Supplies, Favor, Ruhl & Co.
RUNNING SQUIRREL Artists' Brushes, Nobema Products Corp.
RUN-RITE Casters, Hamilton Caster & Mfg. Co.
RUSH-FYBRGLASS Typewriter Erasers, The Eraser Co., Inc.
RUSSELL Mechanical Pencils, Russell Pencil Corp.
RUSSET Rubber Erasers, Weldon Roberts Rubber Co.
RWAY Overtime Calculators, Rway Div.
RYCO Tape Sealers, Seymour Products Co.
RYTEX Stationery, Rytex Co.
RYTOFF Ink Eradicators, The Carter's Ink Co.

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S & A Thermometers and Magnifying Glasses, Swift & Anderson, Inc.
S.A.P. Posting Trays, Le Febure Corp.
SC-BAC Binders, Elbe File & Binder Co., Inc.
S & D Loose Leaf Binders, Charles R. Hadley Co.
S.G.A. Numbering Machines, S. G. Adams Co.
S-H Sheet Holders, Elbe File & Binder Co., Inc.
S-K Payroll Systems and Tax Tables, S-K Forms Co.
SK Store Fixtures, Store-Kraft Mfg. Co.
S-O Ledger Binders, Stationers Loose Leaf Co.
S.O.S. Casters, Phoenix Caster Co., Inc.
S. S. Rubber Cement, S. S. Artist Materials, Inc.
SABLE Carbon Papers, Duplicating Inks, Old Town Corporation
SAFE-CABINET Insulated Storage Files, Remington Rand Inc.
SAFEDESK Insulated Storage Desks, Remington Rand Inc.
SAFEDGE Paper Drinking Cups, Eastern Tablet Corp.
SAFE-FILE Insulated Cabinets, Remington Rand Inc.
SAFEGUARD Checkwriters and Humidifiers, Safeguard Corp.
SAFEGUARD Personal Files, Globe-Wernicke Co.
SAFEGUARD Reservoir Desk Pen Sets, W. A. Sheaffer Pen Co.
SAFE-HED Steel Stamps, James H. Matthews & Co.
SAFE-KARDEX Visible Record Files, Remington Rand Inc.
SAFE-KEY Keycases, Enger-Kress Co.
SAFER-AT-HOME Combination Lock Steel Safety Files, Art Steel Sales Corp.
SAFE-TEE Steel Folding Chairs, Ionia Mfg. Co.
SAFETEX Gummed Tapes, Central Paper Co.
SAFETSEAL Mailing Envelopes, Alvah Bushnell Co.
SAFE-T-SET Dip Pen Desk Sets, Bert M. Morris Co.
SAFE-T-STAK Steel Storage Files, Diebold, Inc.
SAFETTE Personal Files, Maso Steel Products
SAFETY INKBALL Dip-pen Desk Sets, Pagewriter Pen Co.
SAFETY MAILER Express Envelopes, Tension Envelope Corp.
SAFETY OVERLAP Mailing Envelopes, Alvah Bushnell Co.
SAFETY-TIP Lamps, General Lamps Mfg. Corp.
SAFEX Glass Ash Trays, Safex Co., Inc.
SAF-EXECUTIVE Combination Lock Files, Art Steel Sales Corp.
SAF-KEEP Claim Check Envelopes, Northern States Envelope Co.
SAFO Combination Lock Steel Files, Art Steel Sales Corp.
SAF-T-CUT Cutter, Apsco Products, Inc.
SAF-T-RITE Retractable Pens, Columbia Pencil Co., Inc.
SAF-T SPINDLE Stick Files, Modern Desk Pad Mfg. Co.
ST. CLAIR Carbon Paper, Buckeye Ribbon & Carbon Co.
SALES BOND Ring Book Fillers, McMillan Book Co.
SALES BUILDER Presentation Case, Winfield Mfg. Co.
SALISBURY Tags and Pinless Slip-on Tickets, Salisbury Mfg. Co.
SALSBURY HANDY ROLL Dispensers, Salsbury Corp.
SALVAGE KRAFT Obliterating Colors, Floquil Products, Inc.
SAMAS Punched Card Equipment, Samas Punched Card Div.
SAMCO Advertising Specialties, Sanders Mfg. Co.
SAMSON Expanding Files, Wilson Jones Co.
SAMSON Folding Chairs and Tables, Shwayder Bros., Inc.
SAMSON Hand Punches, Bates Mfg. Co.
SAMSON Office and Directors' Tables, Mutschler Bros. Co.
SAMSONITE Luggage, Shwayder Bros., Inc.
SANA-GLOW Furniture Polish, Huntington Laboratories, Inc.
SANA-LATHER Liquid Soap Dispensers, Huntington Laboratories, Inc.
SANA-PORCE Porcelain Cleaner, Huntington Laboratories, Inc.
SANETTE Waste Receivers, Master Metal Products, Inc.
SANFORD'S Inks and Adhesives, Sanford Ink Co.
SANGUIN Chalk Sketching Pencils, Eberhard Faber Pencil Co.
SANGUINE Pencils, Leads and Color Sticks, Koh-I-Noor Pencil Co., Inc.
SANIDAIRE Humidifiers, United States Air Conditioning Corp.
SANI-PHONE Telephone Cleaners, Sanford Ink Co.
SANI-SMOKER Smoking Stand, Chicago Metallic Mfg. Co.
SANITOUCH Moisteners, Sengbusch Self-Closing Inkstand Co.
SANRITE School Chalks, National Crayon Co.
SAPHIR Pencils, A. W. Faber-Castell Pencil Co.
SAPPHIRE Combination Pen and Pencil, Quick Point Pencil Co.
SAPPHIRE Indelible Pencils, Eberhard Faber Pencil Co.
SARGENT Chalks, Crayons and Water Colors, Art Crayon Co., Inc.
SATIN FINISH Ribbons and Carbons, A. P. Little, Inc.
SAVASORT Sorting Devices, Savasort Co.
SAXMAYER Bundle Tying Machines, National Bundle Tyer Co.
SAXON Papeteries, Strathmore Paper Co.
SCALE QUEEN Postal Scales, Thompson Tool & Mfg. Co.
SCEPTER Pencils, Reliance Pencil Corp.
SCHEDULE-A-DATE Desk Calendars, Keith Clark, Inc.
SCHERMACK Postage Stamp Vending Machine, Schermack Products Corp.
SCHLEGEL Pull Fasteners, Schlegel Mfg. Co.
SCHLINK Progress Chart Sheets, Codex Book Co., Inc.
SCHOLASTIC Steel Pens, Eagle Pencil Co.
SCHOLASTIC MODERN Teachers' Desks, Jasper Industries, Inc.
SCHOOL Drawing Paper, Frederick Post Co.
SCHOOL Drawing Tablets, American Pad & Paper Co.
SCHOOL Penholders, Eberhard Faber Pencil Co.
SCHOOL ART Drawing Tables and Water Colors, F. Weber Co.
SCHOOL CRAYON Colored Pencils, American Pencil Co.
SCHOOL GLUEY Paste, Commercial Paste Co.
SCHOOL SERIES Pencils, Richard Best Pencil Co., Inc.
SCHOOL STREET Pencil Boxes, Dennison Mfg. Co.
SCHOOLMASTER Ring Binders, Shank Leather Goods Co.
SCHOOLROOM Pencils, Blaisdell Pencil Co.
SCHWAB Safes, Schwab Safe Co.
SCIENTIFIC PENCILS, American Pencil Co.
SCIENTIFIC Stamp Pads and Inks, Wm. A. Force & Co., Inc.
SCOT Leather Goods, Wilson Mfg. Co., Inc.
SCOTCH Cellulose Tape, Minnesota Mining & Mfg. Co.
SCOTCHIE Pencil Lengthener, Brushmakers, Inc.
SCOTTIE Electric Envelope Openers, Arnold MacKenzie, Inc.
SCOTTIE File Fasteners, Remington Rand Inc.
SCOTTOWELS Paper Towels, Scott Paper Co.
SCOTTY Carbon Paper, Allied Carbon & Ribbon Mfg. Corp.
SCOUT Perpetual Calendars, Finch & McCullough
SCOUT Staplers and Staples, Ace Fastener Corp.
SCRATCHLESS Ledger Binders, Stationers Loose Leaf Co.
SCRIBBLER Pencils, American Pencil Co.
SCRIBE Pencils, General Pencil Co.
SCRIPTETTE Mechanical Pencils, Scripto, Inc.
SCRIPTIC Mimeograph Papers, Champion Paper & Fibre Co.
SCRIPTO Mechanical Pencils and Fountain Pens, Scripto, Inc.
SCRIPTOGRAPH Spirit Addressing Machine, Scriptomatic, Inc.
SCRIPTOMATIC Spirit Addressing Machine, Scriptomatic, Inc.
SCRIPWOVE Mimeo Papers, Rockwell-Barnes Co.
SCRUJAK Adjustable Glides, Adjustable Caster Co.
SCRUSWIV Adjustable Casters, Adjustable Caster Co.
SEA FOAM Bond Papers, Brownville Paper Co.
SEAGRASS Sponges, Schroeder & Tremayne, Inc.
SEALED SPOT Carbonized Forms, Charles R. Hadley Co.
SEAL-FAST Spirit Carbon Master Units, Curtis-Young Corp.
SEAL-O-SAN Floor Finishes and Enamels, Huntington Laboratories, Inc.
SEALPROOF Pen and Pencil Holster, A. G. Mayer, Inc.
SEALQUICK Paste Powder, Crescent Products Co.
SEALTOP Venetian Blinds, Modern Venetian Blinds, Inc.
SEALROPE Wallets and File Pockets, Universal Paper Goods Co.
SEALTAG Manila Folders, Universal Paper Goods Co.
SEALWELL Mailing Envelopes, Ames Safety Envelope Co.
SEAMAN Pencils, National Pencil Co.
SEAWOOL Sponges, Schroeder & Tremayne, Inc.
SECO Ash Trays, The Seymour Conover Co.
SECO Indexes, Security Steel Equipment Corp.
SECOLITE T-Squares, Mayline Co., Inc.
SECOND YEAR Pencils, Blaisdell Pencil Co.
SECRETARIAL Typewriter Ribbons, Smith-Corona Inc.
SECRETARY Pencils, Joseph Dixon Crucible Co.
SECTIONITER Loose Leaf Catalog Binders, Wilson Jones Co.
SECT-O-DESK Steel Desks, Sect-O-Desk Sales Corp.
SECURITY Carbon Papers, The Carter's Ink Co.
SECURITY Mail Bags, Mail Bag Holders, Can-Pro Corp.
SECURITY Mucilage, Thaddeus Davids Ink Co., Inc.
SECURITY Office Furniture, Security Steel Equipment Corp.
SECURITY Pencil Clips, L. D. Van Valkenburg Co.
SECURITY CERTIFIER Check Certifier, Security Certifier Co.
SECURITY STEEL Office Desks and Tables, Security Steel Equipment Corp.
SECURO-HANDY Desk Files, Josephson Mfg. Corp.
SED-ONO Ink Bars, American Crayon Co.
SEIBER Punches, Challenge Machinery Co.
SELCO Sectional Post Binders, Stationers Loose Leaf Co.
SELCO LINE Filing Supplies, Sell Corp.
SELECT-O-PHONE Intercommunication Systems, Kellogg Switchboard & Supply Co.
SELF-CLOSING Inkstands, Sengbusch Self-Closing Inkstand Co.
SELF-GUIDE Tab Card Indexing Equipment, Wassell Organization, Inc.
SELF WINDING Office Clocks, Self Winding Clock Co., Inc.
SELF-REVISING Globes, The George F. Cram Co., Inc.
SELF-SEAL Envelopes, U. S. Envelope Co.
SELF-SERVE Post Card and Magazine Racks, Davis Metal Fixture Co.
SELF-SERVICER Floor Merchandiser, Great Lakes Store & Office Fixture Co.
SELKRAFT Angle-Tab Folders, Sell Corp.
SEL-TAB Index Guides, Sell Corp.
SEL-TEX Filing Folders, Sell Corp.
SEMAPHORE Leads, Eagle Pencil Co.

SEMI-CONTOUR Maps, Weber Costello Co.
SEMI-HEX Pencils, General Pencil Co.
SEMI-SLANT Steel Pens, C. Howard Hunt Pen Co.
SEN Hand Cleanser, Potomac Products Corp.
SENATOR Copying Pencils, American Pencil Co.
SENATOR Duplicator Stencils, Potomac Products Corp.
SENATOR Walnut Rocker Blotters, Finch & McCullough
SENCO Rulers, Seneca Novelty Co., Inc.
SENG Corner Irons and Braces, The Seng Company
SENGBUSCH Inkstands and Desk Sets, Sengbusch Self-Closing Inkstand Co.
SENGLIDE Typewriter Desk Devices, The Seng Company
SENIOR Gummed Tape Dispenser Lipton Mfg. Co., Inc.
SENTINEL Duplicator Paper, Fay Paper Products, Inc.
SENTINEL Fountain Pens, W. A. Sheaffer Pen Co.
SENTINEL Posture Chairs, Domore Chair Co., Inc.
SENTRY Rubber Erasers, Weldon Roberts Rubber Co.
SENTRY Safes, John D. Brush & Co., Inc.
SEPIA TONE Negative and Brown Line Paper, Frederick Post Co.
SEPOY Pencils, Reliance Pencil Corp.
SERGEANT Pencils, Joseph Dixon Crucible Co.
SERIALLY NUMBERED AUTOGRAPHS, Serially Numbered Metal Name Plates, Metalcraft, Inc.
SERIES Pencils, Wallace Pencil Co.
SERIES A Artists' Brushes, Craftint Mfg. Co.
SEROLITE Desk Pen Sets and Portfolios, The Serolite Co.
SERT-I-FILES Record Files, All-Steel Equipment Inc.
SERVADOR Smoking Stands, Smokador Mfg. Co., Inc.
SERVALL Ribbons and Carbons, Inks, Stencils, Leedall Products Mfg. Co.
SERVICE Blackboards, Chair Mats, Clipboards, Desk Pads, Wall Panels and Lapboards, Service Products Div.
SERVICE Daters and Numberers, Fulton Marking Equipment Co.
SERVICE Tablets and Pads, L. Hyman & Sons
SERVICE Wood Office Furniture, Hoosier Desk Co.
SERVICE LINE Wood Office Furniture, The Leopold Co.
SERVICE STEEL Shelving, Counters and Showcases, Service Steel Products Corp.
SERV-MOR Wardrobe Racks, Appliance Products Co.
SERVO Fountain Pens, Welty Pen & Repair Co.
SERVOL-TYPE Embossing Machine Type, Olsen Mark Corp.
SERV-U Posting Trays, Le Febure Corp.
SERVUS-TABLE Circulators, Kisco Co., Inc.
SERV-WEL Clipboards, Scratch Pads and Mimeo Papers, Rockwell-Barnes Co.
SESSIONS Office Clocks, Sessions Clock Co.
SETH THOMAS Clocks, Seth Thomas Clocks
SETTEN Punch, Spencerian Pen Co., Inc.
SHAD-O-RUG Rubber Floor Runners, American Floor Products Co.
SHADOW STRIPE Social Stationery, Montag Bros.
SHALLCROSS Ribbons and Carbons, Inks and Duplicator Supplies, Shallcross Co., Inc.
SHANNON Files and Filing Supplies, Yawman and Erbe Mfg. Co.
SHAW Bound Blank Books, Wilson Jones Co.
SHAW Finger Paints, Binney & Smith, Inc.
SHAW-WALKER Files, Filing Systems, Safes and Office Furniture, Shaw-Walker Co.
SHEAFFER Fountain Pens and Mechanical Pencils, W. A. Sheaffer Pen Co.
SHEER SPUN Boxed Writing Papers, White & Wyckoff Mfg. Co.
SHEERLITE Social Stationery, Montag Bros.
SHEFFIELD Daters, Bankers and Merchants, Inc.
SHELBYTRIP Salesbooks, Shelby Salesbook Co.
SHELF-RAK Shelving, Jayem Sales Corp.
SHELITHO Lithographed Forms, Shelby Salesbook Co.
SHELV-A-FILE Vertical Files, Virginia Metal Products, Inc.
SHEPARD NULITE Fluorescent Desk and Floor Lamps, Shepard Engineering Co.
SHEPCO Envelopes, Sheppard Envelope Co.
SHEPCO KLASP Envelopes, Sheppard Envelope Co.
SHIF-DEX Visible Record Binders, Cabinets and Posting Tables, Wilson Jones Co.
SHIVA Artists' Colors, Morilla Co., Inc.
SHOOTING STAR Stencils and Duplicating Inks, American Stencil Mfg. Co.
SHOPROBE Wardrobe Units, Lyon Metal Products, Inc.
SHORTER Strip Sorters, Recordplate Co.
SHORTHANDY Pencils, Eagle Pencil Co.
SHORT-POINT Thumb Tacks, Hampden Mfg. Co., Inc.
SHORT-TRIPPER Traveling Bags, Charles Doppelt & Co.
SHOWMASTER Showcard Brushes, Brushmakers, Inc.
SHRED ALL Paper Shredders, Universal Shredder Co.
SHREDMASTER Paper Shredding Machine, Shredmaster Corp.
SHREDOMATIC Paper Shredders, Lee & Henry Mfg. Co.
SHUMAN Labels, Frank G. Shuman Co.
SHURFLAT Carbon Papers, F. S. Webster Co.
SHUR-LOCK County Record Binders, Wilson Jones Co.
SICO Folding Leg Tables, Seating, Inc.
SIDE-KICK Magnetic Memos, American Binder Co., Inc.
SIEBER Loose Leaf Binders, Vevier Loose Leaf Co.
SIGHT-LIGHT Desk Lamps, M. G. Wheeler Co., Inc.
SIGHTLY Copy Racks, The Franklin Table Co.
SIGHTMASTER Lamps, Flexo International Corp.
SIGHT-SAVER Columnar Pads and Accounting Forms, Master-Craft Corp.
SIGNAGRAPH Signature Machines, Signature Co.
SIGNAGRAPH, JR. Check Signers, Waterman Pen Co., Inc.
SIGNAL Electric Fans, Signal Electric Mfg. Co.
SIGNALIZER Visual Follow-up Control, Bowman Specialty Co.
SIGNAL-LETTER-BALANCE Carbon Paper, Kraus Ribbon & Carbon Co.
SIGNALOK Visible Equipment, Wassell Organization, Inc.
SIGNATURES Metal Name Plates, Metalcraft, Inc.
SIGNET Embossers, Franklin Mfg. Corp.
SIGNMAKER Letter and Number Decal Transfers, Duro Decal Co., Inc.
SIGN-MAKER Pressure-Sensitive Letter Kits, Topflight Tape Co.
SIGN-O-METER Check Signers, The Hedman Co.
SIGN-X Correspondence Organizer, Arch K. Ansty Co.
SIKES Leather-Upholstered Furniture, The Sikes Co., Inc.
SILENT GIANT School Desks, Arlington Seating Co.
SILENT SENTRY Typewriter Bases, Business Machine Products, Inc.
SILENTPADS Typewriter Pads, Dr. Scat Chemical Co.
SILGLO Polishing Cloths, Blake Industries.
SILICATE NOISELESS Blackboard Erasers, N. Y. Silicate Book Slate Co.
SILK GAUZE Ribbons and Carbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
SILK SPUN Ribbons and Carbons, Mittag & Voiger, Inc.
SILK STAR Office Machine Ribbons, F. S. Webster Co.
SILK TOP Ink Pads, The Irwin-Hodson Co.
SILKARBON Typewriter Carbons, Peerless-Imperial Co., Inc.
SILVER Paper Shredders, Industrial Shredder & Cutter Co.
SILVER COMET Pencil Sharpener, C. Howard Hunt Pen Co.
SILVER CREST Bronze Desk Accessories, Smith Metal Arts Co., Inc.
SILVER EAGLE Carbon Papers, U. S. Carbon & Ribbon Mfg. Co., Inc.
SILVER EXECUTIVE Paper Shredder, Industrial Shredder & Cutter Co.
SILVER LEAF Carbon Paper, Leedall Products Mfg. Co.
SILVER METAL Ribbons and Carbons, Stenno Ribbon & Carbon Mfg. Co.
SILVER STAR Loose Leaf Fillers, Hano Paper Co., Inc.
SILVER-CHROME Pen and Pencil Sets, Morrison Fountain Pen Co.
SILVERINE Pens, C. Howard Hunt Pen Co.
SILVERMARK Stamp Inks, The Irwin-Hodson Co.
SILVER-STRIPE Binders, Master-Craft Corp.
SILVER-TIPT Pin Tickets, Dancyger Mfg. Co.
SILVERTONE Envelopes, Standard Envelope Mfg. Co.
SIMCEL Roll Leaf, Simplex Gold Stamping Press Co.
SIMON Catalog Binders, Telephone Book Covers, Simon Products Co.
SIMPLAFIND Card Finding System, Wheeldex & Simpla Products, Inc.
SIMPLAWHEEL Mechanized Card Finding System, Wheeldex & Simpla Products, Inc.
SIMPLEX Account Files, Modern Account System Co.
SIMPLEX Blackboard Erasers and Bulletin Boards, Beckley-Cardy Co.
SIMPLEX Bookkeeping Systems, Wilson Jones Co.
SIMPLEX Business Record Books, National Blank Book Co.
SIMPLEX Electric Time Stamps, Simplex Time Recorder Co.
SIMPLEX Gold Stamping Presses, Simplex Gold Stamping Press Co.
SIMPLEX Machine Accounting Trays, National Blank Book Co.
SIMPLEX Magazine Binder, The C. E. Sheppard Co.
SIMPLEX Mailing Tubes, Ames Safety Envelope Co.
SIMPLEX Master Units, Buckeye Ribbon & Carbon Co.
SIMPLEX Paper Clips, Nesting Pin Ticket Co., Inc.
SIMPLEX Prong Binders, Stationers Loose Leaf Co.
SIMPLEX Rulers, Westcott Rule Co., Inc.
SIMPLEX Sorters, The Rate Service Bureau
SIMPLEX Tape Sealing Machines, Better Packages, Inc.
SIMPLO-GRAPH Bookkeeping Systems, Charles R. Hadley Co.
SINCRO-TILT Chair Irons, The Seng Company
SINGLEX Erasers, Eberhard Faber Pencil Co.
SIOUX CHIEF Soap Rubber Erasers, Weldon Roberts Rubber Co.
SIT-RITE Industrial Chairs, School Desks, National School Equipment Co.
SITTING PRETTY Office Chair Cushions, Comfort Cushion Co., Inc.
SKETCHING Pencils, General Pencil Co., Inc.
SKILLMASTER Drawing Instrument Set, Frederick Post Co.
SKIN MARKING Pencils, Blaisdell Pencil Co.
SKIN-GARD Skin Protective Cream, Magnus Chemical Co., Inc.
SKIPPER Typewriter Ribbons, Allied Carbon & Ribbon Mfg. Corp.
SKRATCH Polish, General Cement Mfg. Co.
SKRIP Fountain Pen Inks, W. A. Sheaffer Pen Co.
SKUM-X Drafting Dusting Powder, Eugene Dietzgen Co.
SKY-HY Prong Fasteners, Speed Products Co., Inc.
SKYLARK Fountain Pens, Rotary Pen Co.
SKYLINER Fountain Pens, Eversharp, Inc.
SKYLINER Metal Office Furniture, Orna-Metal, Inc.
SKYLINER School Chair-Desks, Griggs Equipment Co.
SKYSCRAPER Desks, Shaw-Walker Co.
SKYTINT Colored Lead Pencils, National Pencil Co.
SKYWAY Onionskin Papers, The Lafayette Co., Inc.
SLATEBESTOS Blackboards, Beckley-Cardy Co.
SLATOPLATE Blackboards, Beckley-Cardy Co.
SLENCIL Notebooks and Memo Pads, Slencil Co.
SLICK TOP Indexed Rubber Stamps, The Irwin-Hodson Co.
SLICK-INK White Ink, Jet Mfg. Co., Inc.
SLIDE FILE Hanging Folder Frames, The H-O-N Co.
SLIDE-A-POCKET Accumulation Tray, Le Febure Corp.
SLIDEDEX Visible Indexes, Acme Visible Records, Inc.
SLIDE-LOCK Ring Books, McMillan Book Co.
SLIDE-OFF Decalcomanias, Palm Bros. Decalcomania Co.
SLID-O-MATIC Disappearing Top of Guide-O-File, Guide System & Supply Co.
SLIM Memo Pad with Pencil, Ehlbert Products
SLIM STYLE Ball Pen, David Kahn, Inc.
S-LINE Postal Scales, Pelouze Mfg. Co.
SLIP-ON Label Holders, Office Products, Inc.
SLOT-LOK Post Binders, Elbe File & Binder Co., Inc.
SLOTLOCK Sectional Post Binders, The Federbush Co., Inc.
SMAL-POINT Eraser, Gits Molding Co.
SMEAD Envelopes and Filing Supplies, Smead Mfg. Co., Inc.
SMEADFIBRE Folders and Guides, Smead Mfg. Co., Inc.
SMILEMASTER Posture Chairs, Sturgis Posture Chair Co.
SMITHCO Payroll and Loose Leaf Forms, W. Ray Smith Co.
SMITH-CORONA Typewriters and Adding Machines, Smith-Corona Inc.
SMITHCRAFTED Leatherette Albums, Waste Baskets, Letter Trays, Desk Sets and Scrap Books, S. K. Smith Co.
SMITH'S Index Tabs and Signals, Charles C. Smith, Inc.
SMITH'S 20th Century Interest Tables, The Twentieth Century Co.
SMITHSIG Adjustable Signals, Charles C. Smith, Inc.
SMOKADOR Rocking Smoker's Stand, Smokador Mfg. Co., Inc.
SMOKEMASTER Smoking Stands, Russakov Can Co.
SMOKERACK Smoker and Magazine Rack, Smo-King Products, Inc.
SMOKER'S URN Smoking Stands, Sandless Urns, Aget Mfg. Co.
SMO-KING Sand Urns, Smoking Stands, Smo-King Products, Inc.
SMOKURN Smoking Receptacle, F. H. Lawson Co.
SMOKY SUMAC Billfolds, Enger-Kress Co.
SMOOTH STROKE Lettering Pens, Bridgeport Pen Co.
SMOOTHIE Mechanical Writing Instruments, W. A. Sheaffer Pen Co.
SNAP Binders, Elbe File & Binder Co., Inc.
SNAP ERASER Typewriter Erasers, Allen & Co.
SNAP RITE Snapapart Forms, Bonnar-Vawter, Inc.
SNAPAK Brief Cases, Schell Leather Goods Co.
SNAP-A-PART Forms and Holders, Philip Hano Co., Inc.
SNAPBRIEF Brief Bag, Schell Leather Goods Co., Inc.
SNAP-ER SETS One-Time Carbon Forms, Ersco
SNAP-I-SET One-time Carbon Forms, General Multi Forms Sales Co.
SNAP-IT Plastic Keyholder, Quick Point Pencil Co.
SNAP-LETTER Letter Trays, Handi-Blott Co.
SNAP'N PART Carbon Interleaved Forms, Federal Business Products, Inc.
SNAPOUT Accounting Forms, Snapout Forms Co.
SNAP-PAK One-Time Carbon Units, Atlantic Register Co.
SNAPPY PACS Packaged Rubber Bands, Spencer Rubber Products Co.
SNAPSETS One-time Carbon Forms, American Business Systems
SNAP-TITE Stationery Portfolios, Rockmont Envelope Co.
SNIP-SNAP TAB Metal Filing Tabs, Sondon Systems Corp.
SNORKEL Mechanical Writing Instruments, W. A. Sheaffer Pen Co.
SNOWDRIFT Adhesives, Arabol Mfg. Co.
SNOW WHITE White Inks, Johnston's "Snow White" Products
SNOWITE Tracing Paper, Frederick Post Co.
SNUG FIT Stool Cushions, Sun Rubber Co.
SNUGFIT Retractable Pens, Columbia Pencil Co., Inc.
SOCIAL Desk Organizers, Mayer Mfg. Co.
SO-EASY Ledgers, Moisteners, Paper Clasps, A. Mohler
SOFSEAT Stool Cushions, Perfect Rubber Seat Cushion Co.
SOFT MARKER Crayons, Joseph Dixon Crucible Co.
SOFTA Pencils, General Pencil Co.
SOF-TONE Acoustical Cabinets, Gates Associates
SOFTONE Analysis Pads, Yerg, Inc.
SOLAR Waste Receptacles, Solar-Sturges Mfg. Co.
SOLID GOLD Carbon Papers, Columbia Ribbon & Carbon Mfg. Co., Inc.
SOLID KUMFORT Folding Chairs, Louis Rastetter & Sons Co.
SOLITE Onionskin Papers, L. Hyman & Sons
SOLO Paper Cups and Dispensers, Solo Cup Co.
SOLO Stamp Pads and Inks, Peerless Office Products Corp.

◄ SEE PAGES 4 TO 21 FOR ADDRESSES OF MANUFACTURERS AND SUPPLIERS ►

SOLSEAL Waterproof Tape, Gummed Tape & Devices Co.
SOLVENE Type Cleaners, Sanford Ink Co.
SOMAC Adding Machine Rolls, Southern Straw Mfg. Co.
SONOGRAPH Wire Recorder Dictating Machines, Pentron Corp.
SONOMOR Pins, Staples and Thumb Tacks, William Prym, Inc.
SOPHISTICATE Posture Chairs, Sturgis Posture Chair Co.
SORT-A-FILE Desk Organizer, Stellar Tool & Mfg. Co.
SORTERGRAF Sorting Devices, Sortergraf Co.
SORTKWIK Finger-Tip Preparation, Lee Products Co.
SORT-O-FILE Sorting Devices, Associated Industrial Designers
SORT-O-MAT Letter Sorters, Yawman and Erbe Mfg. Co.
SORT-O-MATIC Sorting Rack, Nu-Craft Products Co.
SOUNDEX Partitions, G. R. Products, Inc.
SOUNDEX Public Record Indexes, Remington Rand Inc.
SOUNDGUARD Soundproof Desks, Globe-Wernicke Co.
SOUNDMIRROR Magnetic Tape Recorder, Brush Electronics Co.
SOUNDSCRIBER Dictating Machines, The SoundScriber Corp.
SOUND-TIPS Dictating Machine, Magnetic Recording Industries
SOUNDTROL Vibration Control Blocks, Jardin Associates, Inc.
SOUTHERN CRESCENT Copying Presses, Southern Skein & Foundry Co.
SOUTHERN CROSS Upholstered Wrought Iron Furniture, Southern Spring Bed Co.
SOUTHWORTH Manifold and Typewriter Papers, Southworth Co.
SOUVENIR Advertising Pencils, Souvenir Lead Pencil Co.
SOUVENIR BOND Papers, Eaton Paper Corp.
SOVEREIGN Fountain Pens, W. A. Sheaffer Pen Co.
SOVEREIGN Ribbons and Carbons, Queen Ribbon & Carbon Co., Inc.
SOVEREIGN Duplicating Supplies, Speed-O-Print Corp.
SPACE MAKER Guides and Indexes, General Fireproofing Co.
SPACE-FINDER Carbon Paper, Kores Carbon Paper & Ribbons Mfg. Corp.
SPACE-MASTER Classroom Seating, E. W. A. Rowles Co.
SPACE-MISER County Record Re-binders, Ernest Hazel, Jr.
SPACE-SAVER Guides, Shaw-Walker Co.
SPACE-SAVER Machine Bookkeeping, Le Febure Corp.
SPACE-SAVER Record Book, McMillan Book Co.
SPACE-SAVER Waste Baskets, F. H. Lawson Co.
SPACE-X-PANDERS Metal Closet Accessories, Berkeley Industries
SPAL Floor Cleaning Compound, Huntington Laboratories, Inc.
SPAN Staplers, Markwell Mfg. Co., Inc.
SPARCO File Folders, Index Cards, Legal and Scratch Pads, S. P. Richards Paper Co.
SPARKLENE Brushes, H. Hertzberg & Son, Inc.
SPARKLER Pencils, General Pencil Co.
SPARTAN Desk Pins, Oakville Co.
SPARTAN Electric Fans, Spartan Electric Co.
SPARTAN Wood Marking Inks, Superior Marking Equipment Co.
SPATTER Ink, Sanford Ink Co.
SPATTER-CRAFT Stencil Set, Sanford Ink Co.
SPAULDING Waste Baskets and Vulcanized Fiber, Spaulding Fibre Co., Inc.
SPECIAL Carbon Paper, Kores Carbon Paper & Ribbons Mfg. Corp.
SPECIAL BLACK Pencils, Joseph Dixon Crucible Co.
SPECIAL BRAND Carbon Papers, Miller-Bryant-Pierce
SPECIAL DISPATCH Pencils, Wallace Pencil Co.
SPECIAL DRAFTSMAN Pencil Sharpeners, Apsco Products, Inc.
SPECIALTY Payroll Envelopes, The Todd Co., Inc.
SPECTATOR Pencils, Reliance Pencil Corp.
SPECTONE Desks, Anderson Desk Mfg. Co.
SPEDO Drafting Instruments and Electric Trimmers, Chas. W. Speidel Co.
SPEDOLENE Tracing Papers, Chas W. Speidel & Co.
SPEED INDEX Correspondence Filing and Indexing Systems, Oxford Filing Supply Co.
SPEED KEYS Typewriter Keys, Speed Key Corp.
SPEED KING ADJUSTO Tray Binders, Le Febure Corp.
SPEED Staplers, Paper Fasteners and Erasing Shields, Speed Products Co., Inc.
SPEED WASH Fountain Brushes, Milwaukee Dustless Brush Co.
SPEEDAC Visible Record Systems, Remington Rand Inc.
SPEEDAUMAT Addressing Machines, Addressograph-Multigraph Corp.
SPEEDAWAY Steel Pens, C. Howard Hunt Pen Co.
SPEEDBALL Lettering Pens, Inks and Linoleum Cutters, C. Howard Hunt Pen Co.
SPEE-DEE Photocopy Equipment, P. & H. Sales Corp.
SPEED-DRY Duplicating Inks, American Stencil Mfg. Co.
SPEEDEX Visible Index Systems, Le Febure Corp.
SPEED-FEED Typewriter Billing Attachment, Egry Register Co.
SPEEDICOPY Business Forms, Rediform Division, Moore Business Forms, Inc.
SPEEDIFOLD Interleaved Carbon Sets, Moore Business Forms, Inc.
SPEEDI-MATIC Perforators, American Bank Equipment Co.
SPEED-INDEX Correspondence Filing Systems, Oxford Filing Supply Co.
SPEEDIPAK Automatic Tape Sealer, A. C. Hummel Co.
SPEEDISET Interleaved Carbon Forms, Moore Business Forms, Inc.
SPEEDISETS One-Time Carbon Forms, Shelby Salesbook Co.
SPEEDMAIL Folding and Inserting Machine, James H. Galloway and Associates
SPEED-MAILIT Envelope Moisteners, Derby Sealers, Inc.
SPEEDMASTER Whiteprinter, P. & H. Sales Corp.
SPEEDMATIC Tackers, Speed Products Co., Inc.
SPEED-MO Type Cleaning Kits, Dating and Numbering Stamps, Stamp Pads and Inks, Rivet-O Mfg. Co.
SPEEDO Indexes and Index Tabs, Speed Products Co., Inc.
SPEED-O-CABINET Duplicator Cabinets, Speed-O-Print Corp.
SPEED-O-FORM Carbons, Waters & Waters Branch
SPEEDOGRAPH Duplicators, Beck Duplicator Co.
SPEED-O-LECTRIC Adding Machines, Clary Multiplier Corp.
SPEED-O-MOIST Label, Letter and Stamp Moisteners, Market Services, Inc.
SPEED-O-PRINT Stencil Duplicators, Speed-O-Print Corp.
SPEED-O-SCOPE Stencil Scopes, Speed-O-Print Corp.
SPEEDO-SORT Sorters, Speedo-Sort Co.
SPEE-DOTTER Drafting Instruments, C-Thru Ruler Co.
SPEEDPOINT Staples, Speed Products Co., Inc.
SPEED-PRINTZ Gold Stamping Machines, Wilson Gold Stamping Machine Co.
SPEEDRITE Checkwriters, Hall-Welter Co.
SPEEDRY Carton Openers, Brushpens and Instant-Dry Inks, Speedry Products, Inc.
SPEED-SET Numbering Machines, American Numbering Machine Co.
SPEEDSTER Catalog Binders, Loose Leaf House
SPEED-SWEEP Floor Brushes, Milwaukee Dustless Brush Co.
SPEEDTAG Price Tagging Needle, Rudolf Orthwine Corp.
SPEEDWAY File Fasteners and Pressboard Folders, Speed Products Co., Inc.
SPEEDY PRINTER Postcard Duplicator, Pekas Duplicator Co.
SPEL-BINDERS Presentation Binders, Joshua Meier Co., Inc.
SPENCER Marking Devices, S. M. Spencer Mfg. Co.
SPENCER Rubber Bands, Spencer Rubber Products Co.
SPENCERIAN Steel Pens, Spencerian Pen Co.
SPEND AND SAVE Household Budget Books, Wilson Jones Co.
SPHEROID Steel Pens, Eagle Pencil Co.
SPHINX Adhesives, Arabol Mfg. Co.
SPHINX Pens, Pencils and Sets, Non-Stop Pen & Pencil Co.
SPHINX Typewriter Paper, Saxon Paper Corp.
SPHINX Water Colors, Triangles and Drawing Tables, F. Weber Co.
SPIDERWEB Carbon Papers, A. P. Little, Inc.
SPIL-PRUF Dip Pen Desk Sets, Hamilton Industries
SPIN-A-FILE Rotary Card File, Stellar Tool & Mfg. Co.
SPINDEX Rotary Files, Business Efficiency Aids
SPINNING WHEEL Ribbons and Carbons, Mittag & Volger, Inc.
SPINNIT Paper Drills, Lassco Products, Inc.
SPIN-TOP Ash Trays, Smo-King Products, Inc.
SPIRAL Paper Cups, Solo Cup Co.
SPIRAL Wire Coil Binding, Spiral Binding Co., Inc.
SPIRALASTIC Plastic Coil Binding, Spiral Binding Co., Inc.
SPIRIT OF '76 Spirit Duplicator, Heyer Corp.
SPIRITCARB Duplicating Carbon Paper, Peerless-Imperial Co., Inc.
SPIRITFORM Duplicator Supplies, Spiritform Co.
SPI-ROLL Folder Labels, Smead Mfg. Co., Inc.
SPIROSETS Master Forms, F. S. Webster Co.
SPLENDOR Pencils, American Pencil Co.
SPOT-LIGHT Metal Furniture, Peerless Steel Equipment Co.
SPOTSEALD Adding Machine Rolls, Rockwell-Barnes Co.
SPRINGFIELD Paper Trimmers, Milton Bradley Co.
SPRINGFIELD Telephone Memo Device, Practical Products.
SPRING-GRIP Card Holders, Hampden Mfg. Co., Inc.
SPRINGMASTER Steno Chairs, Sturgis Posture Chair Co.
SPRINGTIME Onionskin Paper, Lafayette Co., Inc.
SPRYLITE Posture Chairs, Sturgis Posture Chair Co.
SQUIRES Inkwells and Ink Bottles, Squires Inkwell Co.
STABILO Lead Pencils, Swan Pencil Co., Inc.
STABOND Adhesives, American Latex Products Corp.
STA-BRITE Paper Fasteners and Numbered Tacks, Hampden Mfg. Co., Inc.
STACO Desk Pads, Desk Blotters, Letter Openers, Memo Pads and Work Organizers, Stationers Specialty Corp.
STACOR Blueprint Files and Drawing Tables, Stacor Equipment Co.
STADIA Slide Rules, Keuffel & Esser Co.
STAFFORD'S Inks and Adhesives, S. S. Stafford, Inc.
STAG BRAND Leather Upholstery Material, American Leather Mfg. Co.
STA-GUIDE Vertical Filing Guides, C. L. Barkley & Co.
STAKMASTER Blue Print Files, Stacor Equipment Co.
STAKMORE Folding Furniture, Stakmore Co., Inc.
STALOK Post Binders, Stationers Loose Leaf Co.
STALWART Bond Papers, Eaton Paper Corp.
STALWART Fountain Pens, Waterman Pen Co., Inc.
STAMCO Ribbons and Carbons, Standard Manifold Co.
STAMPAC Stamp Dispensers, Salsbury Corp.
STAMPERKRAFT Rubber Stamp Moulding Racks, Superior Marking Equipment Co.
STAN-CLASP Envelopes, Standard Envelope Mfg. Co.
STANDARD Autographic Registers, The Standard Register Co.
STANDARD Beam Postal Scale, Pelouze Mfg. Co.
STANDARD Blotting Papers, Standard Paper Mfg. Co.
STANDARD Bound Books and Visible Equipment, Boorum & Pease Co.
STANDARD Box Letter Files, Acme Letter File Co.
STANDARD Clock and Fire Alarm Systems, The Standard Electric Time Co.
STANDARD Desk Letter Trays, Weis Mfg. Co.
STANDARD Desks and Office Furniture, The Standard Furniture Co.
STANDARD Diaries, Memo Books, Appointment Books and Record Books, Standard Diary Co.
STANDARD Dictionaries, Funk & Wagnalls Co.
STANDARD Drafting Tables, Mayline Co., Inc.
STANDARD Duplicator Stencils, Technygraph Co.
STANDARD Fluid Duplicators and Envelope Sealers, Standard Duplicating Machines Corp.
STANDARD Folding Wood Chairs, Standard Mfg. Co.
STANDARD Hectograph Compound, Levison & Blythe Mfg. Co.
STANDARD Manifold Books, The Shelby Salesbook Co.
STANDARD Office Machine Ribbons, Snelling & Son
STANDARD Paper Clips, Noesting Pin Ticket Co., Inc.
STANDARD Plastic Dictating Discs, Wax Cylinders, Standard Record Co.
STANDARD Posture Chairs, Sturgis Posture Chair Co.
STANDARD Stamp Pads, Stamp Racks, Inks and Rubber Type, Consolidated Stamp Mfg. Co., Inc.
STANDARD Staplers and Staples, Arrow Fastener Co., Inc.
STANDARD Stencil Duplicators, Vari-Color Duplicator Co.
STANDARD Tape Dispensers and Labelors, Gummed Tape & Devices Co.
STANDARD Zipper Money Bags, The Bank Vault Inspection Co.
STANDARD OF BERKELEY Christmas Cards, Stationery, Standard Process Engraving Co.
STANDARD-JOHNSON Coin Counters and Sorters, Standard-Johnson Co.
STAND-BY Copyholders, Curtis-Young Corp.
STANDEES Standing Mat., L. M. Bickett Co.
STANDMASTER Typewriter Stands, Tri-Par Mfg. Co.
STANDUCK Ring Binders, Standard Brief Case Co., Inc.
STANLEY Smoking Stands, Campbell Products Co.
STANWEAR School Bags, Standard Brief Case Co., Inc.
STAONAL Marking Crayons, Binney & Smith, Inc.
STA-OPEN Clip Binders, Elbe File & Binder Co., Inc.
STAPLE-CHIEF Staplers, Markwell Mfg. Co., Inc.
STAPLE-DREADNOUGHT Staplers, Markwell Mfg. Co., Inc.
STAPLEFAST Staplers, Burgess Fastening Co.
STAPLE-MASTER Staplers, Markwell Mfg. Co., Inc.
STAPLE-SPAN Staplers, Markwell Mfg. Co., Inc.
STAPLETS Staples, Markwell Mfg. Co., Inc.
STAPLEX Electric Staplers, Staples, Staplex Co.
STAPL-ON Stapling Hammer, E. H. Hotchkiss Co.
STA-PLYER Staplers, Markwell Mfg. Co., Inc.
STAPUT Desk Top Stripping, Glaziers' Tool Mfg. Corp.
STAR Bank Pins, Star Pin Co.
STAR Cleaner and Polishers, Star Chemical Co., Inc.
STAR Daters and Numberers, R. A. Stewart & Co., Inc.
STAR Gummed Tape Sealers, Metal Specialties Mfg. Co.
STAR Interest Tables, Twentieth Century Co.
STAR Lead Pencils, Eberhard Faber Pencil Co.
STAR Metal Utility Cabinets, Advance Industries
STAR Paste, Sanford Ink Co.
STAR Skin Cleaner, Typewriter Oil and Office Machine Ribbons, F. S. Webster Co.
STAR Stencil Inks, The C. H. Hanson Co.
STAR Tackers, E. H. Hotchkiss Co.
STAR Type Cleaner, Eberhard Faber Pencil Co.
STAR BRAND Thumb Tacks, Hampden Mfg. Co., Inc.
STAR MARKER Fountain Brush Pens, Universal Fountain Brush Co.
STAR PRODUCTS Desk Pads, Desk Sets and Accessories, Star Office Accessories Co.
STAR-BRITE Colored Blackboard Crayons, E. W. A. Rowles Co.
STARCREST Auditorium Chairs, Griggs Equipment Co.
STARCROWN Auditorium Chairs, Griggs Equipment Co.
STA-RITE Blackboard Erasers, Beckley-Cardy Co.
STARK Calendars, Stark Calendars, Inc.
STARKRAFT Duplicator Stencil Correction Fluid, Starkey Chemical Process Co.
STARLET Fountain Pens, Waterman Pen Co., Inc.
STARLINE Steel Shelving, Midland Mfg., Inc.
STARLINER Auditorium Chairs, Griggs Equipment Co.
STARLITE Sand Urns, F. H. Lawson Co.
STARMASTER Auditorium Chairs, Griggs Equipment Co.
STASET Rubber Cement and Dispensers, Monet Co.

STATELEIGH Fountain Pens, Waterman Pen Co., Inc.
STATE Card Guides and Loose Leaf Indexes, Shaw-Walker Co.
STATESMAN Fountain Pens, W. A. Sheaffer Pen Co.
STA-TRAY Stationery Trays and Racks, Sta-Tray Co.
STAXONSTEEL Transfer Files, Bankers Box Co.
STAY'BLE Drafting Tables, Emrick, Inc.
STAY-OPEN Aluminum Sheet Holders, Stationers Loose Leaf Co.
STAZE-OPEN Brief Bag, Reuben Co.
STAZON Yellow Textile Marker, National Crayon Co.
STEBCO PRODUCTS Leather Goods, Stein Bros. Mfg. Co.
STED-I-LEG Typewriter Desk Shelf Support, Gonco Mfg. Co.
STEEL AGE Steel Office Furniture, Corry-Jamestown Mfg. Corp.
STEEL CITY, Bank Pins, Fasteners, Paper Clips, Staples, I. & M. Sufrin
STEEL CLAD Fibreboard Files, Oxford Filing Supply Co.
STEEL FRONT Fibreboard Files, Oxford Filing Supply Co.
STEEL HINGE Reinforced Binder Hinges, National Blank Book Co.
STEEL SEALED Expanding Envelopes and Wallets, Cooke & Cobb Co.
STEEL STRONG Coin Handling Products, The C. L. Downey Co.
STEEL STRONG Steel Desk Trays, Premier Supply Corp.
STEELCASE Office Furniture and Equipment, Steelcase, Inc.
STEEL-CLAD Transfer Files, Oxford Filing Supply Co.
STEELGRAPH Composition Talc Crayon, National Crayon Co.
STEELGUARD Personal Files, Globe-Wernicke Co.
STEELGRIP Paper Clips, L. D. Van Valkenburg Co.
STEELINE Filing Folders, The Kay-Dee Co.
STEELMARK Metal Bookcases, Cabinets, J. R. Geller Co.
STEELMARK Steel Marking Crayons, St. Louis Crayon & Handle Co.
STEELMASTER Cash and Bond Boxes, Art Steel Sales Corp.
STEEL-PRIDE Metal Lockers, Steel Service Mfg. Co.
STEELWARE Waste Baskets and Storage Cabinets, Steelware Mfg. Corp.
STELLAR Aluminum Desk Trays, Stellar Tool & Mfg. Co., Inc.
STEMPCO Costumers, Clipboards, Lapboards and Letter Trays, Stempel Mfg. Co.
STENAFAX Stencil Cutting Machines, Times Facsimile Corp.
STENCILRUN Duplicating Papers, Copy Papers Sales & Service Agency, Inc.
STEN-C-LABL Stencil Labeler, Sten-C-Labl, Inc.
STENGEL Casters, Phoenix Caster Co., Inc.
STENNO Typewriter Ribbons, Stenno Ribbon & Carbon Mfg. Co.
STENNO JET Ribbons and Carbons, Stenno Ribbon & Carbon Mfg. Co.
STENO Wire Recorders, Recordit Corporation, Div.
STENO-BRUSH Office Machine Cleaning Kits, Brushmakers, Inc.
STENO-CADDY Typewriter Table and Sorting Rack, Welham Metal Products Co.
STENOCOPY Ribbons and Carbons, Codo Mfg. Corp.
STENODEX Steno Notebook Holders, Zephyr American Corp.
STENO-EEZ Ribbons and Carbons, Key Ribbon & Carbon Co.
STENOGRAPH Electronic Dictating Machines, Chicago Dictating Machine Co.
STENOGRAPH Shorthand Writing Machines, Stenographic Machines, Inc.
STENOGRAPHER Pencils, Joseph Dixon Crucible Co.
STENOGRAPHIC Pencils, Eberhard Faber Pencil Co.
STENOMASTER Typewriter Erasers, Brushmakers, Inc.
STENO-PADS Shorthand Machine Paper, Stenographic Machines, Inc.
STENOPAL Steno Notebook Holders, Acco Products, Inc.
STENOTYPE Paper Pads, The Stenotype Supplies Co.
STENOTYPE Shorthand Writing Machines, The Stenotype Co.
STEN-X-LITE Easel Desk Lamps, Fostoria Pressed Steel Corp.
STEP-N-FETCH Steps for Shelving, Narva Products, Inc.
STEP-ON Waste Receptacles, F. H. Lawson Co.
STERLING Blotting Papers, Standard Paper Mfg. Co.
STERLING Brief Covers, Cooke & Cobb Co.
STERLING Calendars, Ever Ready Calendar Mfg. Co.
STERLING Clip Boards, Chalk, Erasers, Letter Trays, Shears and Thumb Tacks, Bainbridge, Kimpton & Haupt, Inc.
STERLING Dip Pens, Ink Wells, Pencil Sharpeners and Envelope Openers, Sterling Plastics Co.
STERLING Drafts, Notes and Receipts, C. R. Gibson & Co.
STERLING Loose Leaf Fillers, American Pad & Paper Co.
STERLING Plastic Moisteners, Sterling Plastics Co.
STERLING Ribbons and Carbons, Ames Supply Co.
STERLING Water Color Board and Paper, National Card, Mat & Board Co.
STERLING White Chalk Crayons, American Crayon Co.
STERLING SUPREME Gummed Tapes, The Gummed Products Co.
STEVEN J. MURPHY Folding Chairs, Murphy-Miller, Inc.
STEWARD Perpetual Calendars and Desk Memos, Finch & McCullough
STICK STRIP Desk Top Stripping, Polar Mfg. Co.
STICK-GRIP Self-Adhesive Desk Strips, Corners and Discs, Polar Mfg. Co.
STICKING Liquid Paste, Diamond Ink & Adhesive Co.
STICKLESS Carbon Papers, The Carter's Ink Co.
STIK Magnetic Pencils, Owen Morris & Co.
STIK-ON Adhesive Backed Display Sign, Milprint, Inc.
STIKTITE Sponge Rubber Stripping, Glaziers' Tool Mfg. Corp.
STIMPSON Index Tabs, Posts and Screws, Eyelets, Edwin B. Stimpson Co.
STIMPSON DALE Paper Fasteners, Edwin B. Stimpson Co.
STIX Adhesive, Cardinell Corp.
STIX Gummed Tape and Suspension Rings, Mounties, Inc.
STIX Paste, Crescent Products Co.
STOC Typewriter Oils, Federal Mining & Mfg. Co.
STOC-RITE Metal Cabinets, Lockers, Shelving, K. F. Cline Co., Inc.
STONE-BESTOS Blackboards, N. Y. Silicate Book Slate Co.
STOP-STEP Ladders, Cramer Posture Chair Co.
STORACK Shelving Units, Lennox Metal Mfg. Co., Inc.
STORAFILE Fibre Transfer Cases with Steel Fronts, Kay-Dee Co.
STORAGERS Steel Storage Cabinets, Art Steel Sales Corp.
STORCASE Bookcases, Borroughs Mfg. Co.
STORITE Storage Binders, Grand Rapids Loose Leaf Binder Co.
STORMRAK Umbrella and Shoe Rack, Vogel-Peterson Co.
STORMTEX Typewriter Ribbons, H. M. Storms Co.
STOR-O-CAB Storage Cabinets, Dorset Steel Equipment Co.
STOR-O-FILE Combination File and Storage Cabinet, Dorset Steel Equipment Co.
STOW-DAVIS Executive Furniture, Stow & Davis Furniture Co.
STRAIGHT EDGE Carpenter Pencils, General Pencil Co.
STRATELINE Rulers, Westcott Rule Co., Inc.
STRATFORD Fountain Pens, Stratford Pen Corp.
STRATHLUCENT Papeteries, Strathmore Paper Co.
STRATHMORE Papers, Strathmore Paper Co.
STRATOFLAME Cigarette Lighters, Stratford Pen Corp.
STRATOLOUNGER Reclining Chair, Stratford Furniture Corp.
STRATOSPHERE Carbon Papers, Old Town Corporation
STRATOWRITER Ball-Point Fountain Pens, W. A. Sheaffer Pen Co.
STRAYER Steel Files and Sorting Devices, Strayer Coin Bag Co.
STREAMLINE LINE Receipts, Notes and Drafts, Boorum & Pease Co.
STREAMLINER Loose Leaf Binders, Buchan Loose Leaf Records Co.
STREAMLINER Steel Desks and Tables, Globe-Wernicke Co.
STREAMLINER Utility Stands, Maso Steel Products
STREAMLINER Waste Baskets, Hunting-Roberts Co.
STREIT SLUMBER CHAIR Reclining Chairs, C. F. Streit Mfg. Co.
STRETCH-O-WAY Zipper Ring Binder, Thomases & Co.
STRICKLER'S REMINDERS Collection Labels, Carl E. Strickler & Co.
STROMBERG Time Stamps, Stromberg Time Corp.
STRONGLEAF Loose Leaf Fillers, National Blank Book Co.
STRONG-POINT Pencils, Blaisdell Pencil Co.
STRYPON Carbon Papers, The Carter's Ink Co.
STUDEE-LITE Student Lamps, Faries Div.
STUDENT Ball Pens, Fieldston Products Corp.
STUDENT Drawing Kits, Mayline Co., Inc.
STUDENT-AID Brief Covers, Cooke & Cobb Co.
STUDIO Carbon Paper, Neidich Process Div.
STUDIO Paper Trimmers, Milton Bradley Co.
STUDIO Pencil Sharpeners, Koh-I-Noor Pencil Co., Inc.
STUDIO BRISTOL Drawing Bristol, Charles T. Bainbridge's Sons
STUDYMASTER Students' Desks, Alma Desk Co.
STUDY-STAND Book Holder, Noka Mfg. Co.
STURCON Metal Finish, Sturgis Posture Chair Co.
STURDIFOLD Folding Chairs, Tables, Fort Massac Chair Co.
STURDI-HANGER Steel Coat Hanger, Appliance Products Co.
STURDI-LITE Safety Ladders, Vault Steps, D. R. Card Co.
STURGIS Autographic Registers, The National Carbon Coated Paper Co.
STURGIS Posture Chairs, Sturgis Posture Chair Co.
STUYVESANT Binders, The Federbush Co., Inc.
STYLE V Vertical Filing Folders, Alvah Bushnell Co.
STYLE W Vertical Filing Folders, Alvah Bushnell Co.
STYLE LINE Steel Desks and Tables, Bentson Mfg. Co.
STYLE Stencil Duplicators, Marr Duplicator Co., Inc.
STYLED ASSOCIATE Steel Desks, Yawman and Erbe Mfg. Co.
STYLED EXECUTIVE Steel Desks, Yawman and Erbe Mfg. Co.
STYLE-CRAFT Leather Goods, Wilson Mfg. Co., Inc.
STYLEFILE Filing Cabinets, Steelcase, Inc.
STYLELINE Filing and Wardrobe Cabinets, Steel Furniture Mfg. Co.
STYLE-MASTER Steel Desks and Tables, Yawman and Erbe Mfg. Co.
STYLEWRITER Dip Pen Writing Sets, Ribbons and Carbons, The Carter's Ink Co.
STYLINE Typewriter Stands, Weber Bros. Metal Works
STYLIST Steel Desks, Bentson Mfg. Co.
STYLOGRAPH Waxed Carbon Papers, Stylograph Corp.
STYLO-GRAPH Fountain Pens, Universal Fountain Pen & Pencil Co.
STYLOLECTRIC Burning Pens, Post Electric Co., Inc.
STYLUS Stencils, Starkey Chemical Process Co.
STYX Duplicator Inks, Marr Duplicator Co., Inc.
STYX-DRY Bill Straps, C. L. Downey Co.
SUCCESS Bond and Typewriter Papers, Neenah Paper Co.
SUCCESS Desk Calendars and Pads, Columbian Art Works, Inc.
SUCCESS FLEXI-POST Ledger Binders, Stationers Loose Leaf Co.
SUEDE Rubber Erasers, Weldon Roberts Rubber Co.
SUMMARY BOARD Statistical Analysis Boards, Wilson Jones Co.
SUMMIRA Adding Machine, Curta Calculator Co.
SUMMIT Adding Machine Rolls, Central Paper Co.
SUN Pencils, Eagle Pencil Co.
SUNKIST Legal Pads, L. Hyman & Sons
SUNROC Electric Water Coolers, Sunroc Co.
SUNRUCO Desk Guards, Finger Pads and Chair Protectors, Sun Rubber Co.
SUNSHINE Paper Drinking Cups, Dispensers, Herz Mfg. Corp.
SUN-TAN Leather Cases, Charles Doppelt & Co., Inc.
SUPER Drawing Instruments, Morilla Co., Inc.
SUPER Envelope Moisteners, Better Packages, Inc.
SUPER File Pockets and Filing Systems, Smead Mfg. Co., Inc.
SUPER Filing Folders, Southern Paper Products Co., Inc.
SUPER Label and Envelope Moisteners, Better Packages, Inc.
SUPER AGITENE Cleaning Solvent, Graymills Corp.
SUPER CARDER Card Record Desks, General Fireproofing Co.
SUPER CHIEF Intercommunication Systems, Talk-A-Phone Mfg. Co.
SUPER COAT-RAK Costumer, Tubecrafters Sales Div.
SUPER COPY Ribbons and Carbons, Pacific Carbon & Ribbon Mfg. Co.
SUPER EFFICIENCY Gelatin Roll Duplicators, Heyer Corp.
SUPER FILER Filing Equipment, General Fireproofing Co.
SUPER MANILA File Folders, Southern Paper Products Co.
SUPER PUL-PRUF Sheet Protectors, Cooks', Inc.
SUPER SEAL-O-SAN Floor Finishes, Huntington Laboratories, Inc.
SUPER STAR Auditorium Chairs, Griggs Equipment Co.
SUPER WIZARD Steel Front Storage Cases, Weis Mfg. Co.
SUPER XXX Gold Leaf, Simplex Gold Stamping Press Co.
SUPER-AGITENE Cleaning Solvents, Graymills Corp.
SUPERB Drawing Pencils, National Pencil Co.
SUPERB Rubber Stamp Pads and Rubber Stamp Outfits, William A. Force & Co., Inc.
SUPERBA Rubber Chair Tips, The Laurel Co.
SUPERB-CRAFT Telephone Book Covers, Simon Products Co.
SUPERBRAND Filing Folders and Guides, Imperial Methods Co.
SUPERCHROME Writing Inks, Parker Pen Co.
SUPER-COTE Carbon Papers, Codo Mfg. Corp.
SUPERCRAFT Brief Cases and Luggage, Supreme Leather Goods Co.
SUPERCRAFT Ribbons and Carbons, Franklin Ribbon & Carbon Co.
SUPERDEX Filing Supplies and Gummed Specialties, Warshaw Mfg. Co., Inc.
SUPER-EXPANSION Ledger Binders and Outfits, Stationers Loose Leaf Co.
SUPER-FIBER Typewriter Ribbons, Codo Mfg. Corp.
SUPERFILE Folders, Southern Paper Products Co.
SUPER-FILE Steel Files, American Fiber-Velope Mfg. Co.
SUPERFINE Gelatin Films, Hectographia Corp.
SUPERFINE Pencils, Blaisdell Pencil Co.
SUPER-FOAM Chair Cushions, Foam Rubber Fabricators, Inc.
SUPERGRIP 50 Rubber Cement, BB Chemical Co.
SUPERHARD Lumber Crayons, National Crayon Co.
SUPERIOR Adhesive, The Carter's Ink Co.
SUPERIOR Cash Register Rolls, McKenna & Phelps, Inc.
SUPERIOR Die Plate Daters, R. A. Stewart & Co., Inc.
SUPERIOR Gold Stamping Machines, Monogram of California
SUPERIOR Inks and Duplicating Supplies, Mittag & Volger, Inc.
SUPERIOR Loose Leaf Fillers, Opaque Typewriter Paper, American Pad & Paper Co.
SUPERIOR Manifold Papers, Esleeck Mfg. Co.
SUPERIOR Mucilage, Sanford Ink Co.
SUPERIOR Postal Scales, Triner Scale & Mfg. Co.
SUPERIOR Ribbons and Carbons, John Underwood & Co.
SUPERIOR Rubber Phone Holder, Superior Household Mfg. Co.
SUPERIOR Rubber Stamps and Supplies, Superior Marking Equipment Co.
SUPERIOR School Chalk, St. Louis Crayon & Handle Co.
SUPERIOR QUALITY Carbon Papers, Nelson-Eismann Co.
SUPER-KLEEN Carbons, Master Units, Old Town Corporation
SUPER-KOTE Carbon Papers, Codo Mfg. Corp.
SUPERLINE Fountain Pen Desk Sets, Pen-Rite Corp.
SUPERLON Plastic Products, Superior Plastics, Inc.
SUPERMARK Marking Crayons, St. Louis Crayon & Handle Co.
SUPERMAT Chair Mats, Polar Mfg. Co.
SUPER-MATIC Calculators, Friden Calculating Machine Co., Inc.
SUPER-RITER Typewriter, Remington Rand Inc.
SUPER-SAFETY Checks and Forms, The Todd Co., Inc.
SUPERSEE Cellulose Acetate, Tracing Paper, Morilla Co., Inc.
SUPER-SILK Typewriter Ribbons, Snelling & Son
SUPERSINE Name Plates, Signs, Supersine Co. of America
SUPER-SOVEREIGN Ribbons and Carbons, Queen Ribbon & Carbon Co., Inc.

SUPER-SYSTEM Filing Supplies, The General Fireproofing Co.
SUPER-TEX Clip and Arch Boards, Floor Mats, Julius Bandes & Co., Inc.
SUPER-TREATED Carbon Papers, Codo Mfg. Corp.
SUPERTYPE Carbon Papers, Stenno Ribbon & Carbon Mfg. Co.
SUPERTYPE Duplicator Stencils, Continental Ink Co.
SUPER-VALUE Steel Filing Cabinets, E. W. A. Rowles Co.
SUPER-VISIBLE Card Systems, Acme Visible Records, Inc.
SUPERVISION File Folders, Super Vision, Inc.
SUPERWRITE Ribbons and Carbons, Pacific Carbon & Ribbon Mfg. Co.
SUPRA 4-color Pencils, Supra Pencil Co.
SUPRATHIN Pencils, Blaisdell Pencil Co.
SUPREME Carbon Paper, Kores Carbon Paper & Ribbons Mfg. Corp.
SUPREME Daters and Numberers, Consolidated Stamp Mfg. Co., Inc.
SUPREME Drawer Slides, Grant Pulley & Hardware Co.
SUPREME Lockers, Shelving and Storage Cabinets, Supreme Steel Products, Inc.
SUPREME Notebook and Pricebook Fillers, Index Cards and Composition Books, Hano Paper Co., Inc.
SUPREME Pencils and Leads, General Pencil Co.
SUPREME Pens and Pencils, David Kahn, Inc.
SUPREME Ribbons and Carbons, Buckeye Ribbon & Carbon Co.
SUPREME Steel Pins, Vail Mfg. Co.
SUPREME Typewriter Cleaning Machines, Spray Booths and Ovens, Supreme Power Cleaner Mfg. Co.
SUPREME CRYSTAL Stencils, Frankel Carbon & Ribbon Co.
SUPREME DE LUXE Postal Scales, IDL Mfg. & Sales Corp.
SURE-HOLD Gummed Tape, Nashua Package Sealing Div.
SURELOCK Post Binders, Boorum & Pease Co.
SURE-RITE Duplicator Stencils, Supplies, Ribbons and Carbons, American Stencil Mfg. Co.
SURETY BOND Papers, Crocker-McElwain Co.
SURVEYORS' DUPLEX Slide Rules, Keuffel & Esser Co.
SURWAY Moisteners, Lipton Mfg. Co., Inc.
SUSPEND-O-FOLDER File Folders, Advanco Products
SUSSEX Post Binders, National Blank Book Co.
SWALLOW Pencils, Swan Pencil Co., Inc.
SWAN Adding Machine Rolls, Southern Straw Mfg. Co.
SWAN Leads and Penholders, Swan Pencil Co., Inc.
SWANCO Cash Boxes, Swanson Machine Corp.
SWANO Pencils and Clips, Swan Pencil Co., Inc.
SWAYSTOP File Drawer Dividers, Berger Mfg. Div.
SWIFT Adding Machines, Swift Business Machines Corp.
SWIFT Casters, Phoenix Caster Co., Inc.
SWIFT Pencils, Wallace Pencil Co.
SWIFTSET Rubber Stamp Kits, Superior Marking Equipment Co.
SWIF-TY Twine Dispensers, Cowan Mfg. Co.
SWING KING Upholstered Chairs and Stools, Kenmar Mfg. Co.
SWING-DEX Suspension Folder Files, Business Efficiency Aids.
SWING-IT Pocket Secretaries, Enger-Kress Co.
SWINGLINE Staplers, Speed Products Co., Inc.
SWING-O-RING Loose Leaf Metals, The Fred Goat Co., Inc.
SWING-WING Bulletin Boards, Universal Steel Equipment Corp.
SWIVEL-CLIP Card and Ticket Holders, Hampden Mfg. Co., Inc.
SWIVELIER Lighting Fixtures, Swivelier Co., Inc.
SWIVELOK Binders and Folders, Elbe File & Binder Co., Inc.
SWIVODEX Dip Pen Desk Sets, Zephyr American Corp.
SYLVAN Mimeo Papers, Rockwell-Barnes Co.
SYNCHROTONE Tape Recorder, Magnetic Recording Industries
SYN-CO-SUDS Liquid Soap, Columbia Chemical Co., Inc.
SYNCRO-TILT Chair Irons, Seng Company

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T. Pins, Oakville Co.
T-C-L Printer, Hart Mfg. Co.
TM Mechanical Writing Instruments, W. A. Sheaffer Pen Co.
T.M. Telephone and Magazine Binder Metals, Tenacity Mfg. Co.
TTR Tool Kit Rolls, Ames Supply Co.
TABBY Ribbons and Carbons, Kraus Ribbon & Carbon Co.
TAB-EDGED Carbon Papers, Phillips Ribbon & Carbon Co., Inc.
TABLE-AIR Circulators, Kisco Co., Inc.
TAB-O-MATIC Tabulating Forms, Bonnar-Vawter, Inc.
TAB-RITE Tabulating Forms, Bonnar-Vawter, Inc.
TAB-TEX File Folders, Tab-Tex Corp.
TABULINER Tabulating Machine Attachments, Uarco Incorporated
TAB-U-RULER Forms Ruling Device, Ferris Business Equipment, Inc.
TACCO Portable Typewriter Cases, Typewriter Accessories Co.
TACKMASTER Tackers, Markwell Mfg. Co., Inc.
TACKO Thumb Tack Boards, W. L. Clark Co., Inc.
TACKON Pressure-Sensitive Tape Dispensers, Better Packages, Inc.
TAD Erasers, Richard Best Pencil Co.
TAGGER Ribbons and Carbons, Mittag & Volger, Inc.
TAG-O-GRAPH Tag and Label Addressers, Weber Addressing Machine Co.
TAKAPART Portable Office Partitions, Takapart Products Co.
TAK-A-PIN Pin Dispensers and Refills, Oakville Co.
TALENT Art Tablets, American Pad & Paper Co.
TALKAFORM Magnetic Recording Paper, Pentron Corp.
TALK-A-PHONE Intercommunication Systems, Talk-A-Phone Co.
TALLY DENOMINATOR Hand Counters, Denominator Co., Inc.
TALLY-HO Concentrate Cleaner, Ames Supply Co.
TALLY-LITE Illuminated Clipboard, Clyne Mfg. Co.
TAMMI Safes and Trucks, Tammi Safe & Vault Co.
TAMPERPROOF Envelopes, Northern States Envelope Co.
TA-NON-KA Bond and Duplicator Papers, Badger Paper Mills
TAP TOP Mucilage Bottles, S. S. Stafford, Inc.
TAPAK Portable Recorder, Magnetic Recording Industries
TAPE MARK Printed Tape, Tape Mark Co.
TAPEMASTER Gummed Tape and Sealers, Package Ad & Sealer Co.
TAPER TIP Pencil Cap Erasers, Weldon Roberts Rubber Co.
TAPERITE Fountain Pens and Pencils, Waterman Pen Co., Inc.
TAPE-SHOOTER Sealing Tape Machines, Better Packages, Inc.
TAPEX Pressure-sensitive Tape Applier, Tapex Corp.
TARA Ribbons and Carbons, American Carbon Paper Corp.
TARCO Loose Leaf Binders, Forms and Filing Equipment, Tallman, Robbins & Co.
TARGET Reinforcing Punches, Tapes, Abco Plastic & Supply Co.
TASCO Stylus Adding Machines, Tavella Sales Co.
TATCH Mounting Stickers, Eureka Specialty Printing Co.
TATUM Staplers and Supplies, Wilson Jones Co.
TAUBER Plastic Rings and Bindings, Tauber Plastics, Inc.
TAUBMAN Laundry Marking Pen, Samuel Taubman & Co.
TAX SAVER Income and Expense Record for Salesmen, National Business Systems Co.
TAXMETER Withholding Tax Computers, Bates Accounting Forms Co., Inc.
TAXTELLER Tax and Bookkeeping System, Taxteller, Inc.
TAYLOR Posture, Wood and Upholstered Chairs, Taylor Chair Co.
TAYLOR-MADE One-Time Carbon Snap-Out Forms, R. A. Taylor Corp.
TAYLOR-MADE Steel Engraved Stationery, Etchcraft Co.
TEAR DROP Roll Memo Device, Regal & Wade Mfg., Inc.
TEAR KLEEN Wall Calendars, Columbian Art Works, Inc.
TEAR PROOF Ring Book Sheets, Wilson Jones Co.
TEC Drawing Pencils, Erasers, Crayons, V. & E. Mfg. Co.
TECHMASTER Drawing Instrument Set, Frederick Post Co.
TECHNICRAYON Pencils, Koh-I-Noor Pencil Co., Inc.
TECHNIPLAN Modular Furniture, Globe-Wernicke Co.
TECHNYGRAPH Duplicating Supplies, Technygraph Co.
TECHNYSCOPE Stencil Scopes, Technygraph Co.
TEK-TIV Coin Bag Seals, Security Seal Co.
TEL-ADDRESS Address and Telephone Books, Nascon Products Division
TEL-A-KEY Keycases, Columbia Walescraft, Inc.
TEL-A-NAME Telephone Indexes, Nosco Plastics
TELATOTAL Calculating Devices, TelaTotal Sales Co.
TELAUTOGRAPH Writing Transmitter, TelAutograph Corp.
TELDEX Telephone Indexes, Finch & McCullough.
TELE-CHEK Telephone Toll Timer, Tele-Chek, Inc.
TELECHRON Electric Clocks, Telechron Dept., General Electric Co.
TELE-CIDE Telephone Germicide, Tele-Cide Chemical Corp.
TELECORD Conference Recording Equipment, Dictaphone Corp.
TEL-E-DEX Automatic Telephone Indexes, Finch & McCullough
TELEDIPHONE Telephone Conversation Recorders, Thomas A. Edison, Inc.
TELEFACTS Deskside Files, The General Fireproofing Co.
TELEFACTS Visible Cabinets, Acme Visible Records, Inc.
TELEKOM Intercommunication Systems, Radio Corporation of America
TELEMATIC Intercommunication Telephone System, Dictograph Products, Inc.
TELE-MEM Memo-Telephone Index Combination, Redi-Record Products Co.
TELE-MEMO Telephone Memo Unit, Art Steel Sales Corp.
TELEMIKE Recorders, Miles Reproducer Co., Inc.
TELE-MUFF Telephone Ear Cover, W. T. Rogers Co.
TELE-PAD Telephone Memo Device, Sapphire Products
TELEPRINTER Telegraphic Typewriter, Olivetti Corp. of America
TELE-SACK Ash Tray, Quigley Co.
TELESCOPE Folding Chairs, The Telescope Folding Furniture Co., Inc.
TELETALK Intercommunication Systems, Webster Electric Co.
TELETYPE Electric Transmitting and Receiving Typewriters, Teletype Corp.
TELEVOICE Telephone Dictating System, Thomas A. Edison, Inc.
TELKEE Central Key Control Systems, P. O. Moore, Inc.
TELL-I-VISION Colored Plastic Tabs and Filing Systems, Smead Mfg. Co., Inc.
TEL-O-LITE Illuminated Writing Pads, Bermat Products Corp.
TEMLOK Interior Finishes, Armstrong Cork Co.
TEMPLAR Drawing, Copying and Indelible Pencils, Reliance Pencil Corp.
TEMPO Duplicators and Supplies, Milo Harding Co.
TEMPOLITH Lithograph Negatives, Milo Harding Co.
TEMPOSCOPE Stencil Scopes, Milo Harding Co.
TEMPRITE Electric Water Coolers, Temprite Products Corp.
TENACCO Office Punches, Tenacity Mfg. Co.
TENACITY Loose Leaf Metals and Binders, Tenacity Mfg. Co.
TEN-EIGHTY Typewriter Erasers, Eberhard Faber Pencil Co.
TENET Library Paste, The Commercial Paste Co.
TENGWALL Prong Binders, Wilson Jones Co.
TENSION Envelopes, Tension Envelope Corp.
TENTION TIE String and Clasp Envelopes, Tension Envelope Corp.
TEN-TWENTY School Desks, American Seating Co.
TERRAZZO-SAN Tile and Marble Cleaner, Huntington Laboratories, Inc.
TERRELL Storage Cabinets, Steelcase, Inc.
TERSON Upholstery Fabrics, Athol Mfg. Co.
TEST SCORER Lead Pencils, Richard Best Pencil Co.
TESTED Office Machine Oil, Tested Products Co.
TEXARDERO Desk Sets, Desk Pads and Book Covers, Stationers Specialty Corp.
TEXAS MAID Chair Cushions and Dust Cloths, P. E. Fielder Mfg. Co.
TEXCEL Pressure-Sensitive Tapes, Permacel Tape Corp.
TEXIT Rubber Cream Adhesives, Sanford Ink Co.
TEXOPRINT Plastic Printing Paper, Munising Paper Co.
TEXTBOOK Pencils, Blaisdell Pencil Co.
TEXTURE BOND Typewriter Papers, Rockwell-Barnes Co.
THATCHER Calculating Devices, Keuffel & Esser Co.
THERMO-GLO Christmas Cards, Notes, E. Errett Smith, Inc.
THESIS Pencils, General Pencil Co.
THIN EDGE Typewriter Erasers, Joseph Dixon Crucible Co.
THIN FILEAWAY Billfolds, Robinson Reminders
THIN LEAD Colored Pencils, General Pencil Co., Inc.
THINDEX Index Guides, Oxford Filing Supply Co.
THINET Rubber Cement Solvent, Monet Co.
THINEX Colored Pencils, Joseph Dixon Crucible Co.
THINLED Colored Pencils, J. S. Staedtler, Inc.
THIN-LINE Pencils, National Pencil Co.
THIN-O-BRAND Carbon Papers, Miller-Bryant-Pierce
THIN-POST Binders, C. E. Sheppard Co.
THIN-PRONG Binders, The C. E. Sheppard Co.
THIN-RITE Lead Pencils, Eberhard Faber Pencil Co.
THISTLE BOND Business Forms, C. R. Gibson & Co.
THISTLEMARK Bond Paper, Strathmore Paper Co.
THOMAS LIFETIME Stamp Pads, Thomas Mfg. Co.
THOMAS Mechanical Collators and Joggers, Thomas Collators, Inc.
THONET Chairs and Upholstered Furniture, Thonet Industries, Inc.
THOR Paper Fasteners, Vail Mfg. Co.
THOR Marking Devices, Pittsburgh Stamp Co., Inc.
THORNDIKE-CENTURY Dictionaries, Appleton-Century-Crofts, Inc.
THOROCLEAN Typewriter Brushes, IDL Mfg. & Sales Corp.
THREESOME Fountain Pen and Pencil Sets, W. A. Sheaffer Pen Co.
THRIFT-QUALITY Stencils, Speed-O-Print Corp.
THRIFTY DE LUXE Postal Scales, IDL Mfg. & Sales Corp.
THRIFTY Wood Office Furniture, Hoosier Desk Co.
THRUSH Pencils, Wallace Pencil Co.
THUNDERBOLT Airmail Envelopes, Lafayette Co.
TIARA Erasers, Weldon Roberts Rubber Co.
TIARA Fountain Pens, Waterman Pen Co., Inc.
TICKETOGRAPH Pay and Production Control Systems, Commercial Controls Corp.
TICONDEROGA Pencils, Joseph Dixon Crucible Co.
TIDY DESKMASTER Desk Organizer, Art Steel Sales Corp.
TIDY TOUCH Carbon Paper, American Ribbon & Carbon Co., Inc.
TIDY-DESK Desk Organizer, Pen and Pencil Holder, Victory Mfg. Co.
TIDYTYPE Type Cleaner, Tested Products Co.
TIEMASTER Twine, Package Ad & Sealer Co.
TIFFANY Business Machine Stands, Tiffany Stand Co.
TIFFANY Colored Indelible Pencils, National Pencil Co.
TIGER Liquid Soap, Metal Polish, Potomac Products Corp.
TIGER Pencils, Swan Pencil Co., Inc.
TIGER Thumb Tacks, Paper Fasteners, Staples and Parcel Handles, Noesting Pin Ticket Co., Inc.
TILT TOP TILLIE Utility Tables, Franklin Table Co.
TILT-O-LITE Table Lighter, Quick Point Pencil Co.
TIMBERLINE Carpenter Pencils, Koh-I-Noor Pencil Co., Inc.
TIME CALENDAR Clock and Calendar Pads, World Mfg. Co.
TIME SAVER Payroll Systems and Computers, Bates Accounting Forms Co., Inc.

TIME SAVER Stationery Storage Cabinets, Weis Mfg. Co.
TIME-MASTER Dictating Machines, Dictaphone Corp.
TIME-O-GRAPH Time Stamps, A. D. Joslin Mfg. Co.
TIMES Pencils, J. S. Staedtler, Inc.
TIME-SAVER Files, Business Efficiency Aids
TIMES STENAFAX Stencil-Cutting Machines, Times Facsimile Corp.
TIP-TOP Paper Fasteners, Tip Top Mfg. Co.
TIP TOP Pin Tickets and Tags, Dancyger Mfg. Co.
TIP-TOP Steel Lockers, Top Flight Products Co.
TIP-TOP Stencils, Milo Harding Co.
TIP-TOP Wood Desk Trays and Card Files, Hedges Mfg. Co.
TIP-TOUCH County Record Binders, Ernest Hazel, Jr.
TITAN Carbon Papers, Columbia Ribbon & Carbon Mfg. Co., Inc.
TITAN Circular Slide Rules, Tavella Sales Co.
TITAN Expanding Files, Wilson Jones Co.
TITE GRIP Blackboard Erasers, Milton Bradley Co.
TITIAN Rubber Erasers, Weldon Roberts Rubber Co.
TO-BAC Binders, Elbe File & Binder Co., Inc.
TODAY IS Wall Calendars, Finch & McCullough
TOILET-SAN Bowl Cleaner, Huntington Laboratories, Inc.
TOLEDO Postal Scales, Toledo Scale Co.
TOLEDO MADE Typewriter Stands and Tables, Toledo Guild Products, Inc.
TOLEX Plastic Upholstery Material, Textileather Corp.
TOP Staple Removers, Mutual Stationers Supply Corp.
TOP FLIGHT Adding Machines, Remington Rand Inc.
TOP PRODUCTS Bond, Cash and Utility Boxes, Central Can Co.
TOPFLIGHT Pressure-Sensitive Tape, Topflight Tape Co.
TOPFLIGHT Steel Transfer Cases, Top Flight Products Co., Inc.
TOP TROPHY Ribbons and Carbons, Pacific Carbon & Ribbon Mfg. Co.
TOP-FLIGHT Steel Files, Bentson Mfg. Co.
TOPKOTE Spirit Carbon Master Units, Curtis-Young Corp.
TOP-NOTCH-LETTER-BALANCE Carbon Papers, Kraus Ribbon & Carbon Co.
TOP-O-GRAPH Insertable Guides, Filing Equipment Bureau, Inc.
TOPPER Carbon Paper, Neidich Process Div.
TOPPER Paperweight, Service Products Div., Woodall Industries, Inc.
TOPS Doodle Pads, Stock Forms, "Tops" Business Forms
TOPS Scratch Remover Polish, Spot Cleaner and Floor Wax, General Cement Mfg. Co.
TOP-SECRET Pad and Pencil Sets, Ehlbert Products
TORCH Pencils, General Pencil Co.
TORPEDO Metal Waste Receptacles, F. H. Lawson Co.
TOT Fasteners and Staplers, Speed Products Co.
TOTALIA Adding Machine, J. E. Albright & Co.
TOUCH & GO Hand Cleaner, Gregory Fount-O-Ink Co.
TOUCH-O-MATIC Paper Cutter, Hobbs Mfg. Co.
TOUCHTYPE Rubber Typewriter Keys, Peerless-Imperial Co., Inc.
TOURIST Pen and Pencil Sets, Morrison Fountain Pen Co.
TOWN CRIER Master Units, Colonial Carbon Co.
TRACE-A-FACE Pencil and Stencil Art Kit, Eberhard Faber Pencil Co.
TRACEMASTER Tracing Tables, Stacor Equipment Co.
TRACEOLENE Tracing Papers, Favor, Ruhl & Co.
TRACINK Erasers, A. W. Faber, Inc.
TRADE Carbon Papers, Write, Inc.
TRADE-MARK Carbon Papers, Waters and Waters Branch
TRADER Pencils, Reliable Pencil Corp.
TRA-DEX Vertical Visible Files, Diebold, Inc.
TRADITION-CHROMA Colored Pencils, J. S. Staedtler, Inc.
TRAFFIK Marking Crayons, Milton Bradley Co.
TRAN-CEL-SEAL Cellulose Tapes, Gummed Tape & Devices Co.
TRANSCRIPT Mimeo Papers, Duplicating Papers, Inc.
TRANSCRIPT Steel Pens, Eagle Pencil Co.
TRANSELOPE Transparent Envelopes, Stein Bros. Mfg. Co.
TRANSFILE Transfer Files, Guide System & Supply Co.
TRANSKRIT Carbonized Forms, Transkrit Corp.
TRANSO Envelopes, Transo Envelope Co.
TRANSOLENE Tracing Papers, Favor, Ruhl & Co.
TRANSORT Simplified Delivery Systems, Shelby Salesbook Co.
TRANSPARENT Mending Tapes, Warshaw Mfg. Co., Inc.
TRANSPARO Photo Mounting Corners, Engel Art Corners Mfg. Co.
TRANSPORT Gummed Tape Sealing Machines, A. C. Hummel Co.
TRANS-VUE Envelopes, The Burkhardt Co.
TRAVEL-DESK Writing Platform for Auto Dash Board, Robray Mfg. Co.
TRAVELDEX Expense Books, Associated Stationers Supply Co.
TRAVELER Smoking Stands, Campbell Products Co.
TRAVIATA Lead Pencils, Swan Pencil Co., Inc.
TRAYBILT FLEXI-POST Posting Binders, Stationers Loose Leaf Co.
TREASURE CHEST Insulated Chests, Victor Safe & Equipment
TREASURGARD Personal Safes, Herring-Hall-Marvin Safe Co.
TREASURY Blotting Papers, Joseph Parker & Son Co.
TREND Ladies Billfold, Amity Leather Products Co.
TRI MEE Office Punches, Wilson Jones Co.
TRI-BRAND Ribbons, Carbons, Duplicating Papers and Stencils, Tru-Rite, Inc.
TRIBUNE Office Pencils, J. S. Staedtler, Inc.
TRICLIP Punchless Binder, Handi-Blott Co.
TRI-FIL Fountain Pens, Welty Pen & Repair Co.
TRIG-A-TAPE Pressure-Sensitive Tape Tacker, Trig-A-Tape Corp.
TRI-GUARD Filing Guides, The Globe-Wernicke Co.
TRI-HEAD Pins, Oakville Co.
TRI-LITE Portable Lamps, Artistic Lamp Mfg. Co., Inc.
TRI-LINED Carbon Papers, Tru-Rite, Inc.
TRI-LOCK Catalog Binders, Remington Rand Inc.
TRIMLINE Wood Office Accessories, Jasper Table Co., Inc.
TRIM-TOWLS Paper Towels, Bay West Paper Co.
TRINER Computing Postal Scales, Triner Scale & Mfg Co.
TRIOSET Pen and Pencil Sets, Waterman Pen Co., Inc.
TRIPAK Luggage, Schell Leather Goods Co., Inc.
TRIPLE CHECK Automatic Indexing, Remington Rand Inc.
TRIPLTOP File Folders, Filing Equipment Bureau, Inc.
TRI-PLY Typewriter Erasers, Weldon Roberts Rubber Co.
TRIP-O-KIT Travel Kits, Charles Doppelt & Co., Inc.
TRIPOSTER Multiple Record Posting Machines, Visirecord, Inc.
TRI-POINT Mechanical Colored Pencils, Nichols Products Co.
TRITONE Three-Color Ball Pens, Flo-Ball Pen Corp.
TRIUMPH Fountain Pens, W. A. Sheaffer Pen Co.
TRIUMPH Monogramming Machines, Ackerman-Gould Corp.
TRIUMPH Paper Clamps, Oakville Co.
TRIUMPH Pencils and Penholders, Eberhard Faber Pencil Co.
TRIUMPH Self-Inking Stamps, R. A. Stewart & Co., Inc.
TRIUMPH Steel Type Holders, James H. Matthews & Co.
TRIUNE Marking Inks, Superior Marking Equipment Co.
TROJAN Bond, Onionskin Paper, American Writing Paper Corp.
TROJAN Glaziers' Tools, Glaziers' Tool Mfg. Co.
TROJAN Marking Inks, Superior Marking Equipment Co.
TROJAN Paper Drinking Cups, Solo Cup Co.
TROJAN Tackers, E. H. Hotchkiss Co.
TROJAN IMPERIAL Gummed Sealing Tape, Gummed Products Co.
TROOPER Pencils, National Pencil Co.
TROY Chrome-Plated Metal Furniture, Troy Sunshade Co.
TRU-ANGLE Protractor Triangles, Alvin & Co.
TRUCKLAC Decalcomanias, Palm Bros. Decalcomania Co.
TRUCOLITE Fluorescent Luminaires, Edwin F. Guth Co.
TRU-COLOR Prints, Goes Lithographing Co.
TRU-COPY Hectographs and Roll-Film Duplicators, Beckley-Cardy Co.
TRU-COPY-PHOTE Photocopying Machines & Supplies, General Photo Products Co.
TRUE BLUE CLIPPER Staplers, E. H. Hotchkiss Co.
TRUEDGE Drawing Table Edges, Cardinell Corp.
TRUE-MARK Type Cleaners and Office Machine Pads, Ames Supply Co.
TRUEMASTER Drawing Instrument Set, Frederick Post Co.
TRU-FLANGE Eyelets, American Brass Co.
TRUKASTER Casters, Hamilton Caster & Mfg. Co.
TRUMARK School Chalk, Walbuck Crayon Co.
TRU-PAK Autographic Registers and Supplies, Egry Register Co.
TRUPOINT Brass and Steel Pins, Union Pin Co.
TRUPOINT Pencil Pointer, Elward Mfg. Co.
TRU-POSTURE Office Chairs and Stools, Dependable Mfg. Co.
TRUSSELL Loose Leaf Books and Binders, Trussell Mfg. Co.
TRU-TEST Gummed Tape, Tape, Inc.
TRU-TONE Crayons, Milton Bradley Co.
TRU-VALU Bulletin Boards, Dayton Stencil Works Co.
TRU-VU Photo Files, Trussell Mfg. Co.
TUBRAK Vertical Map File, Scott-Rice Co.
TUCHTYPE Rubber Typewriter Keys, Peerless-Imperial Co., Inc.
TUCK Pressure-Sensitive Tape, Technical Tape Corp.
TUCKAWAY Fountain Pens, W. A. Sheaffer Pen Co.
TUF-FACE Steel Type, James H. Matthews & Co.
TUFIDE Luggage and Business Cases, Stein Bros. Mfg. Co.
TUF-TABS Loose Leaf Indexes, Index Sales Corp.
TUFTEAR Filing Folders, The Globe-Wernicke Co.
TUFTEX File Folders, C. L. Barkley & Co.
TULIP Paper Cups and Dispensers, Lily-Tulip Cup Corp.
TUMBLER Shorthand Books, National Blank Book Co.
TURN-TOWLS Paper Towels, Bay West Paper Co.
TURQUOISE Pencils, Eagle Pencil Co.
TUSCO Office Machine Stands, Tubular Specialty Mfg. Co.
TU-TANG Brief Cover Fastener, National Fiberstok Envelope Co.
TUTOR Steel and Silver Steel Pens, Eagle Pencil Co.
TWEED Colored Lead Pencils, Ruwe Pencil Co.
TWEETEN Marking Pencils, Tweeten Fibre Co.
TWENTIETH CENTURY Maps, The George F. Cram Co., Inc.
TWIN BLACK JEWEL Stamp Dispenser, Aqua Sportsman, Inc.
TWIN DISPATCH Double Compartment Envelopes, Tension Envelope Corp.
TWIN LOCK Ledger Sheets, Wilson Jones Co.
TWIN PACK Ash Tray Sets, Quigley Co.
TWIN READER Magnifying Glasses, Edroy Products Co.
TWIN SPOOL Ribbons, Kores Carbon Paper & Ribbons Mfg. Corp.
TWIN-GUARD Filing Guides, The Globe-Wernicke Co.
TWINKOTE Carbon Paper, International Carbon & Ribbon Co., Inc.
TWINPOINT Combination Pen and Pencil, Pen-N-Pencil Co.
TWINSOME Pen & Pencil Set, Pencraft, Inc.
TWINTANG Flexible Report Covers, Josephson Mfg. Corp.
TWIRLAWAY Ash Trays, Toledo Guild Products, Inc.
TWIRLIT Paper Drills, Duvinage Corp.
TWIST-IT Dust Mops, Howard Dustless-Duster Co.
TWISTOUT Thumb Tacks, Cardinell Corp.
TWO PACK Ash Tray, Quigley Co.
TWO SIDES LABELER Label Moistener, A. C. Hummel Co.
TWO-COMPARTMENT Mailing Envelopes, Quality Park Envelope Co.
TWO-GETHER Duplex Envelopes, Northern States Envelope Co.
TWO-IN-ONE Colored Pencils, General Pencil Co.
TWO-IN-ONE Mailing Bags, Bemis Bro. Bag Co.
TWO-IN-ONE Sorters, Work-Organizer Specialties Co.
TWO-PLI-TOP Filing Folders, Smead Mfg. Co., Inc.
TWO-TIMER 20-Hour Timing Device, Vocaline Co. of America, Inc.
TWO-TONE NIB Writing Points, W. A. Sheaffer Pen Co.
TYCOON Disc Recorders, SoundScriber Corp.
TY-DEE BRAND Staples, United Staple Co., Inc.
TYER Rubber Bands, Tyer Rubber Co.
TYM-AN-DATER Time Recorders, Cincinnati Time Recorder Co.
TYPAD Typewriter Pad, Andrews-Alderfer Co.
TYPAL Typewriter Ribbons, Old Town Corporation
TYPE ART Ribbons and Carbons, Phillips Ribbon & Carbon Co., Inc.
TYPE BAR Ribbons and Carbons, Smith-Corona Inc.
TYPE EASE Copyholders, Franklin Table Co.
TYP-E-CO Typewriter Keycards and Repair Tags, Typewriter Equipment Co.
TYPE-ERASE Index, Ledger, Mimeo Paper, American Writing Paper Corp.
TYPE-MASTER Typing Desk, Alma Desk Co.
TYPEMASTER Typewriter Brushes, Brushmakers, Inc.
TYPE-N-ADD All-Purpose Metal Stands, Maso Steel Products
TYPE-N-FILE Typewriter Table and Filing Cabinet, Marshallan Mfg. Co.
TYPERASER Rubber Erasers, Eagle Pencil Co.
TYPERITE Plastic Strip Tabbing, G. J. Aigner Co.
TYPE-RITE Platens, Typewriter Equipment Co., Inc.
TYPETONE Type Cleaner, Tested Products Co.
TYPE-WELL Ribbons and Carbons, Key Ribbon & Carbon Co.
TYPE-WELL Typewriter Packets, Rubin's Corp.
TYPE-WHITE Cushion Sheets, A. B. Dick Co.
TYPHONITE ELDORADO Drawing Pencils, Joseph Dixon Crucible Co.
TYPIST Pencils, Blaisdell Pencil Co.
TYPOCRAFT Carbon Paper, Codo Mfg. Corp.
TYPO-FAX Minute Book, McMillan Book Co.
TYPO-OIL Lubricant, C. H. Miller Co.
TYPO-RING Minute Book, McMillan Book Co.
TYP-O-TYP Carbon Papers, F. S. Webster Co.
TYP-ROL Type Cleaner and Platen Refinisher, Write, Inc.

U

U. S. Cash Registers, Federal Cash Register Co.
U. S. Ribbons and Carbons, U. S. Carbon & Ribbon Mfg. Co., Inc.
U. S. BRAND Notes, Drafts and Receipts, C. R. Gibson & Co.
U.S.E. Commercial Envelopes, U. S. Envelope Co.
U. S. No. 27 Liquid Hand Soap, Huntington Laboratories, Inc.
U-T-K Book Straps, Sturges Mfg. Co.
UVA Colored Chalk Crayons, Binney & Smith, Inc.
UARCO Autographic Registers, Forms, Uarco Incorporated
U-BAC Binders, Elbe File & Binder Co., Inc.
U-FILE-M Filing Supplies, U-File-M Binder Mfg. Co., Inc.
UHL Steel Office Furniture, Toledo Metal Furniture Co.
U-KUT-EM Index Tabs, Universal Index Tab Co.
ULRICH Planfiles and Filing Supplies, Ulrich Planfiling Equipment Corp.

ULTIMA Fountain Pens, Waterman Pen Co., Inc.
ULTIMATE Inked Ribbons, Phillips Ribbon & Carbon Co., Inc.
ULTRA Fountain Pens, Waterman Pen Co., Inc.
ULTRA-FORCE Typographic Numbering Machines, Wm. A. Force & Co., Inc.
ULTRALUME Venetian Blinds, Aluminum Venetian Blind Co.
U-MAK-A Index Tabs, The Globe-Wernicke Co.
UNDERWOOD Noiseless, Standard and Electric Typewriters, and Copyholders, Underwood Corp.
UNDERWOOD CORPORATION Ribbons and Carbons, Underwood Corp.
UNDERWOOD ELLIOTT FISHER Accounting Machines, Underwood Corp.
UNDERWOOD SAMAS Punched Card Equipment, Underwood Corp.
UNDERWOOD SUNDSTRAND Accounting and Adding Machines, Underwood Corp.
UNETTE Steel Sectional Files, The General Fireproofing Co.
UNIDEX Indexing Systems, Wilson Jones Co.
UNIFILE Combination Storage-Filing Cabinet, The H-O-N Co.
UNIFLEX Adjustable Steel Shelving, Universal Steel Equipment Corp.
UNI-FLOW Fountain Pens, Universal Fountain Pen & Pencil Co.
UNIMART Office Products, United Cutlery & Hardware Products Co.
UNI-MASTER Master Sets, Manifold Supplies Co.
UNION Bond and Cash Boxes, Personal Files, Union Steel Chest Corp.
UNION Ink and Pencil Erasers, Eberhard Faber Pencil Co.
UNION Mechanical Pencils, Morrison Fountain Pen Co.
UNIPECO Fountain Pen Desk Sets and Desk Memos, Union Pencil Co.
UNIPLAST Plastic Welding Agent, Postamatic Co.
UNI-POST Payroll Systems, C. E. Sheppard Co.
UNIQUE Pencils, American Pencil Co.
UNIQUE Typewriter Ribbons, Kraus Ribbon & Carbon Co.
UNIRITER Ball Point Pens, Ferber Corp.
UNISPEED Time Recorders, Stromberg Time Corp.
UNISPRED Strip Accounting Forms, Charles R. Hadley Co.
UNITED Office Products, United Cutlery & Hardware Products Co.
UNIT PLANT Bookkeeping Machine Desks, Shaw-Walker Co.
UNITED Waste Receptacles, United Metal Box Co., Inc.
UNITED STATES Cash Registers, Federal Cash Register Co.
UNITICKET Summary and Breakdown Systems, Shelby Salesbook Co.
UNITIZER Desk Files, Wilson Jones Co.
UNITRIP Time Recorders, Stromberg Time Corp.
UNIT-ROBE Coat Lockers, All-Steel Equipment Inc.
UNITSET One-Time Carbon Forms, Shelby Salesbook Co.
UNI-T-SQUARE Metal T-Squares, Cardinell Corp.
UNITYPE Bulletin Boards, W. L. Clark Co., Inc.
UNIVERSAL Accounting Forms, Universal Manufacturing Stationers, Inc.
UNIVERSAL Art Calendars, Ft. Wayne Printing Co.
UNIVERSAL Atlases, C. S. Hammond & Co., Inc.
UNIVERSAL Ball Pen Cartridges, Fisher Pen Co.
UNIVERSAL Binders, Master-Craft Corp.
UNIVERSAL Box Letter Files, Weis Mfg. Co.
UNIVERSAL Bound Blank Books, Wilson Jones Co.
UNIVERSAL Brief Bag, Shank Leather Goods Co.
UNIVERSAL Card Cabinets, Weis Mfg. Co.
UNIVERSAL Commercial Forms, Universal Manufacturing Stationers, Inc
UNIVERSAL Expanding Envelope Files, Alvah Bushnell Co.
UNIVERSAL Fountain Pens, Universal Fountain Pen & Pencil Co.
UNIVERSAL Hectograph Duplicators, Levinson & Blythe Mfg. Co.
UNIVERSAL Magazine Binders, H. R. Huntting Co.
UNIVERSAL Memo Books, Index Cards and Scratch Pads, Universal Pad & Tablet Corp.
UNIVERSAL Mucilage, Scriptex Products Co., Inc.
UNIVERSAL Multiple Punches, Boorum & Pease Co.
UNIVERSAL Notebook Fillers, Beckley-Cardy Co.
UNIVERSAL Office Chair Cushions, Comfort Cushion Co.
UNIVERSAL Order Book Holders, Elbe File & Binder Co., Inc.
UNIVERSAL Paper Clips, Noesting Pin Ticket Co., Inc.
UNIVERSAL Paper Drinking Cups, Lily-Tulip Cup Corp.
UNIVERSAL Payroll Calculators, Delbridge Calculating Systems, Inc.
UNIVERSAL Sorters, Cooks', Inc.
UNIVERSAL Standard Tables and Posture Chairs, American Seating Co.
UNIVERSAL Stapler-Tackers, Precision Staple Corp.
UNIVERSAL Steel Office Counter Systems, Art Steel Sales Corp.
UNIVERSAL Steel Secretarial and Side Chairs, Harter Corp.
UNIVERSAL Steel Swivel, Side Chairs, The Globe-Wernicke Co.
UNIVERSAL Vacuum Pitcher Sets, Landers, Frary & Clark
UNIVERSAL DISPLAYORS Bulletin Boards, Universal Steel Equipment Corp.
UNIVERSAL SERIES Globes, The George F. Cram Co., Inc.
UNIVERSAL SPEED-FEED Billing Machine Attachments, Egry Register Co.
UNIVERSAL TUBEFILE Map and Plan Files, Scott-Rice Co.
UNIVERSITY Steel Pens, C. Howard Hunt Pen Co.
UNIVERSITY Students' Notebooks, National Blank Book Co.
UNO-ALL-IN-ONE Desk Office System, Art Steel Sales Corp.
UP-N-DOWN Gooseneck Lamps, General Lamps Mfg. Corp.
URACER For Removing Excess Rubber Cement, Union Rubber & Asbestos Co.
USAIRCO Air Conditioning Equipment, United States Air Conditioning Corp.
U. S. KOYLON Foam Rubber, U. S. Rubber Co.
U. S. NAUGAHYDE Upholstery Material, U. S. Rubber Co.
USCO Pencils, United States Pencil Co., Inc.
USONA BOND Typewriter Papers, L. Hyman & Sons
UTILI-CHAIR Side Chair, W. H. Gunlocke Chair Co.
UTILCO Bond and Cash Boxes, Personal Files, Union Steel Chest Corp.
UTILI-T-TABLE Office Machine Table, D & M Products Co.
UTILITY Account File, Modern Account System Co.
UTILITY Carbon Paper, Kores Carbon Paper & Ribbons Mfg. Corp.
UTILITY Card Cabinets, Weis Mfg. Co.
UTILITY Expanding Files, Cooke & Cobb Co.
UTILITY Ledger Trays, Le Febure Corp.
UTILITY Pencils, American Pencil Co.
UTILITY Perpetual Calendars, Finch & McCullough
UTILITY Ribbons and Carbons, Shipman-Ward Mfg. Co.
UTILITY Rubber Runners, American Floor Products Co.
UTILITY Tape Sealers, Lipton Mfg. Co., Inc.
UTILITY Typewriter Paper, American Pad & Paper Co.
UTILITY Vulcanizing Press, American Evatype Co.
UTIL-O-FILE Combination File and Storage Cabinet, Dorset Steel Equipment Co.
UTOPIAN Paste Jars, Sanford Ink Co.
UTOPIAN Pencils, Reliance Pencil Corp.

V

V-28 Machine Posting Trays, Diebold, Inc.
"V" MODEL Drawing Kits, Mayline Co., Inc.
VMP Bookstacks, Virginia Metal Products, Inc.
V.P.D. Sheet Protectors and Envelopes, Joshua Meier Co., Inc.
V-S Fountain Pens and Mechanical Pencils, Parker Pen Co.
V-W MULTI-CLEANER Liquid Cleaner, Van Wyck Products Co., Inc.
VAC-Q-MATIC Typewriter Pads, L. M. Bickett Co.
VACUMATIC Fountain Pens and Mechanical Pencils, Parker Pen Co.
VAKU-UM Fountain Pens, Welty Pen & Repair Co.
VAL-A-RAK Wall Wardrobe Rack, Sherness Co.
VALCO Aluminum Ash Receivers, Sand Urns, Costumers and Torchiers, Valco Co.
VALERIAN Bond and Ledger Paper, Valley Paper Co.
VALET RACKS Wardrobe Racks, Vogel-Peterson Co.
VALEX Fire Extinguishers, American-LaFrance-Foamite Corp.
VALIANT Ribbons and Carbons, The Carter's Ink Co.
VALIANT TUCKAWAY Fountain Pens, W. A. Sheaffer Pen Co.
VALLEY FORGE Bond and Ledger Papers, Valley Paper Co.
VALLEY FORGE Carbon Papers, U. S. Carbon & Ribbon Mfg. Co., Inc.
VALLEY FORGE Spirit Carbons, Colonial Carbon Co.
VALLO Carbon Papers, Write, Inc.
VAL-U-RITER Ball Point Pens, Ferber Corp.
VAL-U-VAULT Safes, Meilink Steel Safe Co.
VAN CLEEVE Ball Point Fountain Pens, Cleevelandt Corp.
VAN DYKE Fluorescent Desk Lamps, Van Dyke Div., General Lamps Mfg. Corp
VAN DYKE Pencils, Erasers and Leads, Eberhard Faber Pencil Co.
VANISHING PATCH Mending Film, Seal, Inc.
VANDEX Visible Card Equipment, Automatic File & Index Co.
VANGUARD Dictating Machine, O T A Business Machines Division
VANGUARD Pencils, Swan Pencil Co., Inc.
VAPO Ammonia Paper, Frederick Post Co.
VAPORENE Blanket and Roller Wash, Federal Mining & Mfg. Co.
VAPORITE Brush Marking Pens and Inks, Time-Saving Specialties.
VARIADEX Filing Systems, Remington Rand Inc.
VARICAP County Record Books, Wilson Jones Co.
VARI-COLOR Correction Fluid, Duplicators, Vari-Color Duplicator Co.
VARIGRAPH Lettering Instruments and Templets, Varigraph Co., Inc.
VARI-LINE Printing Kits, Superior Marking Equipment Co.
VARI-PRONG Binders, Remington Rand Inc.
VARITONE Mimeo Papers, Rockwell-Barnes Co.
VARI-TONE Ribbons and Carbons, Associated Stationers Supply Co.
VARI-TYPER Office Type Composing Machines, Ralph C. Coxhead Corp.
VAULTETTE Safes, Diebold, Inc.
V-DEX Card Trays, Wheeldex & Simpla Products, Inc.
V-DEX Vertical Visible System, Diebold, Inc.
VECTOR Slide Rules, Keuffel & Esser Co.
VEE CUP Paper Cups and Dispensers, Lily-Tulip Cup Corp.
VEEDER VARY-TALLY Multiple Counting Device, Veeder-Root, Inc.
VEEDER-ROOT Hand Tallies, Veeder-Root, Inc.
VEEP Safe, Protectall Safe Corp.
VELLAM Stencils, Marr Duplicator Co., Inc.
VELLUM Tracing Paper, Cardinell Corp.
VELON Upholstering Material, Firestone Tire & Rubber Co.
VELOUR Tracing Paper, Frederick Post Co.
VELURE Tracing Paper, Cardinell Corp.
VELVET Carbon Papers, A. P. Little, Inc.
VELVET Erasers, Pencils, Penholders and Leads, American Pencil Co.
VELVET Paste, The Commercial Paste Co.
VELVET Tempera Colors, The Carter's Ink Co.
VELVET BALL PEN-CIL Ink Pencils, American Pencil Co.
VELVETEX Typewriter Pads, Associated Stationers Supply Co.
VEMCO Drawing Instruments and Drafting Machines, V. & E. Mfg. Co.
VENUS Pencils, Erasers and Leads, American Pencil Co.
VENUS AUTOGRAPH Fountain Pens and Mechanical Pencils, American Pencil Co.
VENUS PRESIDENT Fountain Pens and Mechanical Pencils, American Pencil Co.
VENUS VELVET Pencils and Leads, American Pencil Co.
VEOS Wall Tile, Armstrong Cork Co.
VE-PO-AD Stylus Adding Machines, Reliable Typewriter & Adding Machine Co.
VERDEX Drawing Paper, Frederick Post Co.
VERIBEST Envelopes and Paper, Marvin Envelope & Paper Co.
VERI-BLAC Paper, Frederick Post Co.
VERIBLACK Pencils, Eagle Pencil Co.
VERIFAX PRINTERS Photocopying Machines, Eastman Kodak Co.
VERI-LITE Range Pole, Frederick Post Co.
VERITHIN Colored Pencils, Eagle Pencil Co.
VERI-VISIBLE Visible Record Equipment, Acme Visible Records, Inc.
VERNON Paper Clips, Noesting Pin Ticket Co., Inc.
VERNON ROYAL Loose Leaf Books, S. E. & M. Vernon, Inc.
VERS-A-FILE Filing System, Cel-U-Dex Corp.
VERSA-LINER White Printer, P. & H. Sales Corp.
VERSALOG Slide Rules, Frederick Post Co.
VERSEN Lamps, Kurt Versen Lamps, Inc.
VERTEX Carbon Papers, Royal Typewriter Co., Inc.
VERTEX Expanding Files, Alvah Bushnell Co.
VERTEX Second Sheets, Badger Paper Mills, Inc.
VERTICAL Steel Pens, Eagle Pencil Co.
VERTIC-ALBUM Photo Albums, Develco Products
VERTIFILES Desk Distributors, L. C. Flewelling Co.
VERTI-FILE File Drawer Dividers, Filing Equipment Bureau, Inc.
VERTI-SWING Hanging Folders, Globe-Wernicke Co.
VESTAL Pencils, National Pencil Co.
VEVIER Binders and Loose Leaf Metals, Vevier Loose Leaf Co.
VIC Pay Roll Outfits, The C. E. Sheppard Co.
VICMARK Poster Colors, Milton Bradley Co.
VICTAPEN Fountain Pen and Pencil Sets, U. S. Victor Fountain Pen Co., Inc.
VICTOGRAPH Ribbons, Carbons and Adding Machine Supply Kits, Victor Adding Machine Co.
VICTOR Adding Machines, Victor Adding Machine Co.
VICTOR Ball-Point Pens, Fieldston Products Corp.
VICTOR Inkstands, Bainbridge, Kimpton & Haupt, Inc.
VICTOR Canvas Sheet Holders, A. E. Boyce Co.
VICTOR Fountain Pens and Mechanical Pencils, U. S. Victor Fountain Pen Co., Inc.
VICTOR Postal Scales, Pelouze Mfg. Co.
VICTOR Safes and Visible Record Equipment, Victor Safe & Equipment
VICTOR Scrap Books, Victor Safe & Equipment
VICTOR Stapling Machines, Vail Mfg. Co.
VICTOR Steel Paper Fasteners, F. Kelly Co.
VICTOR Stock Books, Shelby Salesbook Co.
VICTOR Waste Baskets, Steelcase, Inc.
VICTOR MIDLINE Steel Files, Victor Safe & Equipment
VICTORIA Blotting Papers, Joseph Parker & Son Co.
VICTORIA Bond and Ledger Papers, Valley Paper Co.
VICTORIA Stencil Duplicators, Supplies, Du Prints, Inc.
VICTORIA Venetian Blinds, Bostwick-Goodell Co.
VICTORY Advertising Pencils, Souvenir Lead Pencil Co.
VICTORY Fibre Board Storage Cases, Weis Mfg. Co.
VICTORY Paper Clips, Noesting Pin Ticket Co., Inc.
VICTORY Wet Mops, American Standard Mfg. Co.
VICTORY BOND Carbon Paper, F. S. Webster Co.
VICTOVIDERS File Drawer Dividers, Victor Safe & Equipment
VIDEO PLATE Blackboards, Beckley-Cardy Co.
VIEW-PAC Transparent Bags and Envelopes, U. S. Envelope Co.
VIGOR Pencils, Reliance Pencil Corp.
VIKING Air Conditioning Units, Humidifiers, Window Fans, Viking Air Conditioning Corp.
VIKING Paper Cups, Boston Drinking Cup Co.

VIKING Rubber Stamp Pads and Inks, Superior Marking Equipment Co.
VIKING Spring Balance Scales, Hanson Scale Co.
VIKING Steel Folding Chairs, Maple City Stamping Co.
VIMCOLITE Typewriter Lights, Vimco Mfg. Co., Inc.
VINYLITE Floor and Wall Coverings, Bakelite Corp.
VINYLTEX Brief Cases, Zipper Binders, Feldco Loose Leaf Corp.
VIOLO Copying Pencils, Joseph Dixon Crucible Co.
VISACOPY Copyholders, Garlynn Engineering Co.
VISDEX Expanding Files, National Fiberstok Envelope Co.
VIS-DEX Visible Binders, The C. E. Sheppard Co.
VISE Paper Clips, George B. Graff Co.
VISELOCK Loose Leaf Binders, Charles R. Hadley Co.
VISEON-DUPLO Combination Pen-Pencils, Hutcheon Brothers
VISETTE Visible Record Folders, Globe-Wernicke Co.
VISIBLE Hand Numbering Machines, American Numbering Machine Co.
VISIBLE Punches, Wilson Jones Co.
VISIBLE NAME Filing Systems, Victor Safe & Equipment
VISIFILE Filing Equipment, Visirecord, Inc.
VISI-FILER Portable Files, Acme Visible Records, Inc.
VIS-I-KITS Photo Display Portfolios, Burkhardt Co.
VISION Card Index Systems, Pocket Card Books and Indexes, Acme Visible Records, Inc.
VISIRECORD Visible Card Record Systems, Visirecord, Inc.
VISIRITER Hand Addressing Machine, Visirecord, Inc.
VISOMATIC Adding Machines, Typewriters, R. C. Allen Business Machines, Inc.
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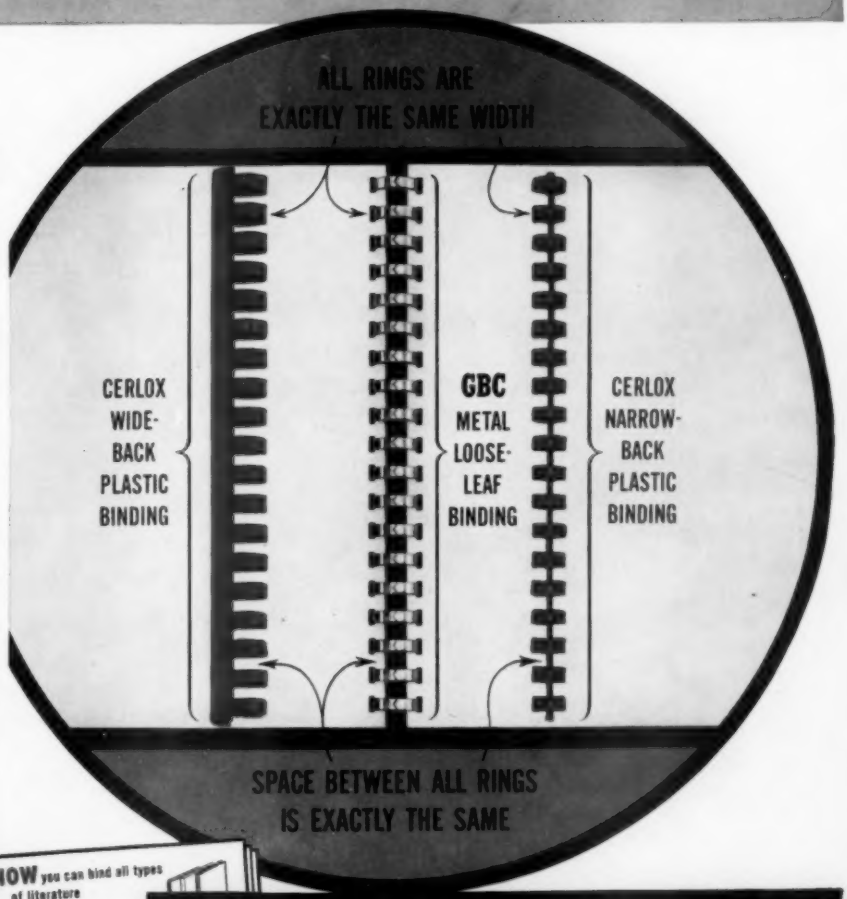

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3	15	27	39	51	63	75	87	99	111	123	135	147	159	171	183	195	207	219	231	243	255	267	279
4	16	28	40	52	64	76	88	100	112	124	136	148	160	172	184	196	208	220	232	244	256	268	280
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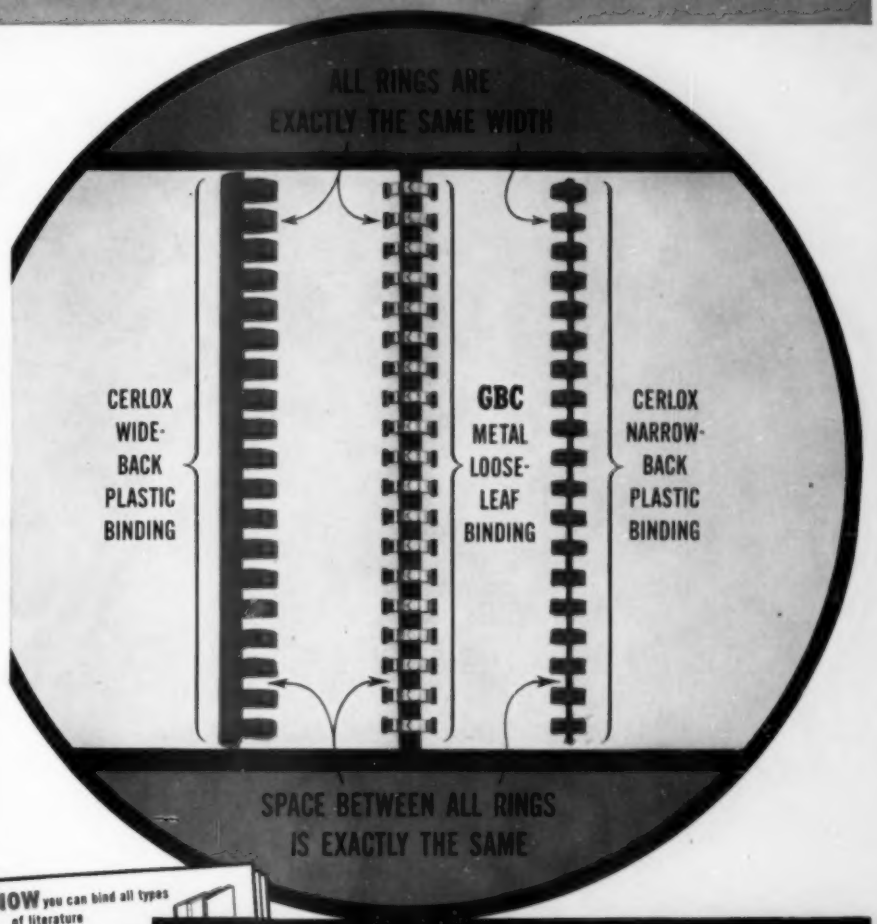

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